How to Have a Successful

Prepared by the Pioneer Valley Planning Commission in cooperation with the Massachusetts Highway Department and the U.S. Department of Transportation, Federal Highway Administration

June 2001

How To Have A Successful Bike Commute Event

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Welcome

Thank you for your commitment to make the world a better place by encouraging people to ride bicycles. You are part of a world-wide community of like-minded individuals and organizations who are promoting the livability of our communities and increasing transportation options.

Way to go!

This manual is designed to help you to encourage bicycling in your region by organizing a regional Bike Commute Week. You will still find this manual useful even if you are only trying to organize a Bike Commute Day or if your focus is only on a single community.

This manual is the product of a one and half year-long effort to see what works with respect to encouraging bicycling on a regional scale. The manual was written by staff at the Pioneer Valley Planning Commission (PVPC), one of 13 Regional Planning Agencies (RPAs) in Massachusetts. Catherine Ratté was the lead staff on the project. For more information on organizing a regional Bike Commute week, please feel free to contact Catherine at 413/781-6045 or cratté@pvpc.org.

The project was supported through Transportation Demand Management (TDM) federal transportation funding provided by the Federal Highway Administration (FHWA) with a match provided by MassHighway. The contents do not necessarily reflect the views and policies of FHWA or of MassHighway, nor does the mention of trade names or commercial products constitute endorsement or recommendation for use.

How to Use this Information

We suggest you read through the whole packet and then refer back to items of particular interest. However, if you are like the people who worked on this project, you are too busy trying to do too much with too little time, so you might ignore our advice and just refer to the Table of Contents for your specific need.

We strongly encourage you to read through the whole packet, however, because you might find that your perceived need could be addressed in a way different from what you have imagined. For additional information on the project, you might wish to read the Final Project report, available from PVPC, www.pvpc.org.

Acknowledgements

The Pioneer Valley Planning Commission (PVPC) would like to offer special thanks to James Lowenthal and Jim Desmond, volunteer members of the Pioneer Valley chapter of MassBike. James' knowledge and experience organizing bike commute events and Jim's tireless supply of energy and enthusiasm were invaluable in the success of the first and second annual Pioneer Valley Bike Commute Week.

This effort was overseen by a wonderful multi-disciplinary advisory committee. Many of the people listed below volunteered hundreds of hours of time to make the first and second annual Pioneer Valley Bike Commute weeks successful.

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The Big Picture/Conclusions

Organizing a regional bike commute week is definitely a worthwhile undertaking for a regional planning agency (RPA), a statewide bicycle advocacy organization or for any entity willing to take on the task.

Bike Commute week events:

- raise awareness about bicycling,
- encourage people to try bicycling and
- facilitate reflection, and eventual change, in community commitment to building and maintaining bicycle infrastructure (paths, routes, lanes, and parking facilities).

Before, during, and after Bike Commute week events, people do get excited about bicycling. The question of whether or not Bike Commute weeks achieve long-term behavior change is much more complicated. Certainly, some people who try bicycling during Bike Commute events do continue to ride after the events are over, but we do not know the extent of such behavior change. In the last few years research from other parts of the world suggests that one can achieve significant change in people's transportation behaviors (get them out of their cars and onto bikes) with comprehensive programs tailored to people's unique needs.

In 2001 the PVPC applied for an additional TDM grant to encourage bicycling in the region and to evaluate the effectiveness of various bicycle promotion activities. We will be sharing our results as we have them, probably in Fall, 2002.

Having an RPA assume responsibility for facilitating a regional Bike Commute week increases the chance of long term success (with respect to the goal of increasing bicycling as a transportation mode) because RPAs have established relationships with many aspects of their member communities. RPAs see the "big picture" and understand the need for education, engineering, enforcement and encouragement. RPAs develop their region's transportation plan, and they work regularly with municipal departments of public works. Thus a common "missing link" in bicycle promotion activities, the lack of safe places for people to ride and park their bikes, can be systematically addressed. RPAs also have built-in materials development staff and public relations experts, so you can save money on these very important activities.

The benefits of a regional bike commute event are similar to the benefits of any regional undertaking:

- a broader perspective than can be achieved locally,
- the potential involvement of greater numbers of people,
- a bigger volunteer pool,
- more entities from whom to solicit funds,
- access to an expanded range of potential partners,
- better media coverage, and
- a greater possibility of sustaining interest beyond one or two days.

And so are the liabilities:

- dilution of message by trying to appeal to too many different kinds of audiences,
- challenges recruiting volunteers because they do not feel a part of a region, whereas they do have a local identity, and
- competition with local entities for limited financial support.

The Pioneer Valley Planning Commission successfully created a regional Bike Commute week, taking advantages of the benefits of a regional event, while at the same time avoiding the pitfalls. We created a regional Bike Commute week identity, with regionally produced materials and media outreach and we facilitated involvement from a number of regionally oriented groups, organizations and individuals. At the same time, we assisted and empowered communities within the region to create their own Bike Commute events using our materials.

Who and What?

If an RPA is taking the lead organizing a regional Bike Commute week, try to build a staff person's time on the project into your Unified Work Program (or whatever you call the use of federal transportation dollars). This person will need a minimum of 150 hours over eight months to successfully oversee the effort. Assuming you are allowing eight months to organize your regional Bike Commute week, the oversight person will need an estimated one to three hours a week for the first four months. During this time they will be doing research on comparable programs, recruiting partners, perhaps forming an advisory committee, identifying participating communities, and lead community organizers, raising funds and informally spreading the word.

For the next four months they will need three to five hours a week to work with the community coordinators (and/or advisory committee) on materials development and to start on volunteer recruitment. In May, the lead organizer will need five to ten hours a week, culminating in the actual week, during which time the lead person will probably work full-time on bicycle commuting.

Having additional staff take the lead on the key components of a Bike Commute week is very effective. The key components are: Community Coordination, Publicity, and Corporate Outreach. You might also have someone working on outreach to area schools. You may be able to combine community coordination with publicity. Depending on your funds, the Corporate and School outreach can be large or small initiatives.

Community Coordinators do the bulk of the grassroots organizing for the actual day-of events. The essential element of a bike commute event is free breakfast for bicyclists. The Community coordinator's primary function is to identify site(s) for the breakfast and to assure that there is an adequate supply of food, coffee and juice. If you can afford it, hire someone to work directly with the community coordinators. An extra person looking out for the community coordinators can enhance the regional sense of the week's events and frees the overseer up for other activities. Community volunteers do the actual on the ground work—local publicity, asking local businesses for donations of food and drink, identifying and setting up the free breakfast site(s), getting there before any riders, handing out the food and making sure people fill out registration forms and then cleaning it all up.

When?

The third week in May is national Bike Commute week. National bicycle advocacy organizations such as the League of American Bicyclists and the Bicycle Federation of America publicize bike commute week. As a result, it makes sense to stick with this week, even though the timing tends to conflict with exam time at most colleges and universities. The League of American Bicyclists publishes a Bike Commute event organizers kit available for purchase.

Successful organization requires a minimum of three to four months lead time, but ideally one should allow seven and a half to eight months to plan a regional event. Fund-raising and materials development require the most lead-time. Community and Volunteer recruitment and breakfast site planning are the next most time-consuming activities.

Fund-raising – Because of business, foundation and corporate donation schedules and timelines, it is important to make requests for donations prior to the end of the calendar year. If you already have a budget to support your effort, then you can probably cut a few months off the preparatory time.

Materials development – Depending on whether or not you decide to run a logo design contest, you will need to start materials development at least three months prior to your event. Many places run logo design contests, as a fun way of publicizing the event and tapping into local talent. Having a contest can save you money, as local artists may be willing to donate their art to your effort. Having a contest adds at least six weeks onto the materials development time. Most printers need at least two weeks to produce materials, and you want your materials available by the beginning of April (six weeks before your event). Considering that publicity material content development takes at least two weeks (plus six with a contest), you need to start materials development in early February.

Community/Volunteer recruitment – Participating communities need to be identified as soon as possible. Once a community expresses interest, you can solidify their participation by asking a representative to serve on your advisory committee. The National Biking and Walking study (1991) shows that residents of the U.S. are willing to bike or walk to destinations less than five miles away. We identified communities we thought as likely to have a large number of possible bike commuters by looking at census data and inviting communities with 40% or more commuters who drive for 15 minutes or less to get to work. We invited these communities to participate, but we did not force them to do so. We also worked with any interested community, regardless of size or potential bicycle commuting population.

Once participating communities are identified, it is essential that you identify a volunteer Community Coordinator in each participating community. This person will need to determine the approach to their community's effort and will need to recruit volunteers locally. Community Coordinators should be identified before you start developing materials, so they can participate in this important process. Their primary function is local publicity and to organizing a free breakfast site(s). The community coordinator needs at least two and preferably three to five additional volunteers to successfully publicize the event and to organize free breakfast sites. One should start approximately three months prior to Bike Commute week identifying and securing a site (assuring insurance coverage etc) and the volunteers need to start two months before the event 'postering', soliciting donations of food and drink for the free breakfast and working with local media.

How?

We hope that this kit will help you with the "How?" of organizing a regional Bike Commute week event. Please feel free to call or email Catherine Ratté at 413/781-6045 or cratté@pvpc.org if you have any questions or comments about this kit or your efforts to promote bicycling.

Organizing a Regional Bike Commute Week

Tasks

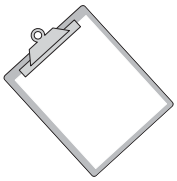
Establish a timeline

Identify a Coordinator

Recruit people to help: Advisory Committee that meets monthly, with possible sub-committees: Community Coordination, Publicity, Corporate Participation, Schools

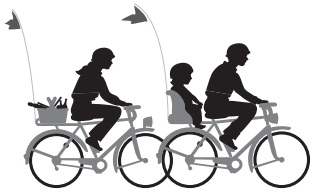
Identify participating communities

Recruit volunteers



Plan events

Publicize your efforts



Hold events

Timeline:

September:

- Elaborate a timeline, budget and workplan for your Bike Commute week
- Identify key players and possible collaborators and invite them to serve on your advisory committee that will meet monthly from now on. They review the timeline and budget, make a fund-raising plan as needed and delegate responsibility for contacting people
- Launch logo contest with a deadline of December 15
- Invite target communities to participate
- If you have a college or university in the area—you can recruit an intern to help you with the project—possible areas of study: planning, environmental sciences, engineering-transportation, public policy

October

- Advisory committee meets again
- Finalize participating communities
- Mail solicitation letters to potential "BIG funders"
- Write grants for assistance: Bikes Belong, GHSB—for a bike safety component, etc.
- Make sure logo contest is working

November

- Advisory committee—form sub-committees based on planned activities, i.e.: Corporate Challenge, Safe Schools, Publicity, etc.
- Start identifying Community Coordinators
- Follow up with potential funders

December

- Advisory Committee and sub-committees meet as necessary
- Select a logo

January

- Advisory Committee and sub-committees meet as necessary
- Design all publicity and other materials: t-shirt, poster, donation letter, press release, stationery, stickers, banners, web-site, educational handouts, corporate challenge forms, registration forms, etc (see appendix for PDF files of PVPC's versions of these)
- Work toward commitment from area schools and corporations to participate

February

- Advisory committee and sub-committees meet as necessary
- Finalize community breakfast sites
- Start soliciting food/drink donations
- Get publicity materials to printer as it takes at least 2 weeks to print large quantities

March

- Advisory committee and sub-committees meet as necessary
- Publicity materials are available—start selling t-shirts (or give them away if you don't need the income)
- Create an outreach packet
- Help community coordinators with volunteer recruitment
- Continue to solicit donations

April

- Advisory committee and sub-committees meet as necessary
- PUBLICITY! Press releases, get the banners up at the end of the month, have a booth at Earth Day fairs and all other related events, etc.
- Finalize food/drink donations

May

- The week is the third of the month
- Press releases, interviews, last minute stuff…

Budget

Item	Cost/Hours	Explanation
Overseer	150 hours minimum	We funded staff time with a TDM grant the first year and built it into our regional transportation budget the second year.
Coordinator	$2,000	You may be able to hire an intern to help with Community Coordination. Alternatively, some part-time organizers will work for commission—a percentage of funds they raise.
Graphic design staff	Depends Could be from 5 to 40 hours	We funded staff time out of the TDM grant—and used Year 1 lay-out for Year 2 to save $$. We hope the products in this "how To" kit save you $$. A logo contest saves on creative time, if artists are willing to donate their art.
Materials production	$5,000 to 8,000	Cost varies on what you produce and how many. We managed to print t-shirts for $3.50 each. At a minimum you need posters, flyers and registration forms. You can also make posters for buses, community banners, stickers, educational hand-outs etc.
Insurance	depends	Try to piggy-back on someone else's insurance. The first year we had to purchase extra insurance just for the week and it cost $1,250. The second year we were under the MassBike umbrella and so were covered by their insurance.
Postage	$100	Fund-raising letters, thank yous etc.
Miscellaneous	$500	You never know!
TOTAL	You probably need at least $10,000.00 to get started, but you may be able to earn most of this back with t-shirt sales and donations	Your expenses depend entirely on the extent of your efforts.

Details

Organization/Responsibilities

a. **Regional Vision/Oversight:** One person must be identified as the "go to" person who has the big picture in perspective. In our case it was a staff person at the Pioneer Valley Planning Commission. We had one person in charge plus numerous land use and transportation staff working on various components. This was especially important for us because we had a multi-pronged effort: organizing the week, but also a bicycle infrastructure component as well as an ongoing public education effort (do the M.A.T.H.) and outreach to schools and major employers

b. **Community Coordinator/Liaison to Overseer:** If you can afford it—have another person designated in this role. It could be a student intern or if you can afford it a part-time paid position. People might be willing to work on commission—keeping a portion of any funds raised. (see Appendix for a job description)

c. **Community Coordinators:** Each participating community must have one person responsible for that community's events. They identify the breakfast site(s), oversee community outreach and publicity and make sure that their community's events work; could be a volunteer or a municipal staff position

d. Community volunteers: Ideally each community will have at least five very active people who will do the "one the ground" work—put up posters, ask businesses to donate food and drink, set up the break fast sites, hand out the food, and clean it all up.

e. Additional functions: Regional organizers for specific tasks: Corporate Challenge, School-based efforts, Publicity, Infrastructure development, etc.

   Business-based contacts: If you have a Corporate Challenge component, it is extremely helpful to identify an on-site Corporate Challenge organizer at each participating business.

Funding

The bulk of our funding came from the TDM grant. Additional staff time was supported by the PVPC Unified Work Program, federal transportation planning funds channeled from MassHighway to each RPA.

Area businesses and corporations, especially those with a health-related or physically active identity were interested in getting involved, but we contacted them too late in their corporate giving calendar.

At the start of your project you should have a discussion about corporate sponsorship. There may be entities willing to donate funds in exchange for publicity, but you will need to decide if corporate funding is worth having your event identified with a product.

See Appendix for a list of grant sources and other potentially helpful organizations. For an event in May, you will need to contact corporations and local businesses as early as possible. Many businesses set a corporate giving plan at the end of the calendar year – so if you can, contact businesses in November or December.

Collaborators

Collaboration is key to the success of your regional Bike Commute Week. Invest the time required to figure out who in your region is working on promoting alternative transportation, cleaning the air, getting people healthy, and of course, encouraging safe bicycling. These people will want to help you.

Possible collaborators include:

- Your state's bicycle advocacy organization
- the American Lung Association and other health-related organizations
- Rails to Trails Conservancy and other local or statewide trail advocacy groups
- existing Transportation Management Associations (TMAs)
- area Colleges and Universities
- the Governor's Highway Safety office in your state and local transportation safety programs
- the Safety Officer's association and local safety officers
- local planning departments
- departments of public works and police departments
- area hospitals and other health care providers
- bicycling groups, bike shops, health and fitness-related businesses
- local media
- environmental organizations, and
- municipal staff: planning department, public works, and police.

Events

Free breakfast (or lunch) for bicyclists, Bike Safety rodeos, Celebrations, Video-showings, Bike Fairs, Bike rides, Bike tours, Tune-ups, Effective Cycling classes, etc.

Free breakfast for bicyclists is the essential ingredient of most every Bike Commute event. Local businesses are very willing to donate food, drink, gift items, and even cash, to make your breakfast a success. At a minimum you want to have water, coffee and some baked goods, but fruit and juice are also appreciated. Many places solicit donations from area businesses to give out to bicycle commuters as incentives for riding. Donations may be related to bicycling, i.e. gift certificates or discount certificates from bike shops, reflectors, flashing lights that can be clipped on one's ankle, etc. But donations do not have to be related to bicycling: movie coupons, discount certificates from restaurants, etc. It is most important that the incentive gifts are small, to allow riders to carry them easily.

Depending on the energy of your volunteer organizers, you might want to have additional events. Bike-related events and activities are always popular: rides, tune-ups, safety clinics, effective cycling instruction, rodeos, video showings, and fairs. But you can also organize events that are only indirectly related to bicycling, such as a dance or a concert.

Materials

At a minimum you will need a poster publicizing your week's events and a registration form. If you can afford it, T-shirts are a popular way of publicizing your event and you can use them as incentives for riders. If you have a nice design, you may be able to sell your t-shirts as a way of raising money for your event. The nice thing about a t-shirt is that you can distribute them prior to the week's events and then when people wear them they are publicizing your event. Other materials you might like to produce are: banners, stickers, posters for buses, bill boards, and educational handouts. Banners for participating communities are highly recommended. If you can get them to hang a week or two prior to Bike Commute Week, that is an excellent way of publicizing your event. Large companies might be willing to donate banners, but then you will probably have to have their corporate logo visible on the banner.

Instead of t-shirts, you might consider purchasing a large quantity of bags, fanny packs, or other bicycle-related clothing such as, socks or a kerchief, as a giveaway.

Media/Promotion

Just as Bike Commute Week can be a difficult sell to corporate donors, it may also be perceived as not very good copy for the press. The first problem is that a regional Bike Commute week appears to lack focus with its many small events spread out over several days in many small towns. We suggest a kick-off event that acts as a media magnet, getting all the press out to one major event at the beginning of the week, generating stories and interest in local events for the rest of the week. The media magnet approach would also help fundraising as donors would know that they are going to get fuller exposure at one large, focused event.

A second problem is that Bike Commute Week is not very glamorous. Beverage companies and bike equipment companies like to sponsor professional bike races because they are visual and visceral. Most people think that bike commuting is boring and repetitive, but in fact it can be quite fun, plus – it's good for the environment, it can save people money and it's great exercise. We have to show the general public that bike commuting is current and cool. Mix bicycles with music, racing and other aspects of "alternative" culture (such as 'Reclaim the Streets'), and you have a "cool" event that will attract media and corporate donations

and attention. The kick-off event serves the whole region, but it obviously has to happen in one particular town. The event could take place in a different town each year.

Just as Bike Commute Week organizing should start early in the year, so should media advertising. We suggest weekly radio and newspaper spots to promote bike commuting, starting in January. Use "friendly" media like the college radio stations, local newsletters and papers.

Bicycling advocates need to do some clever marketing. The dotcoms found that many of their clients ate Chinese food, and bought advertising in fortune cookies. We need to discover those kinds of "affinity linkages" among our participants. As part of the "alternative culture" angle, we could do "guerilla advertising", and put up posters and billboards with bike commuting messages all over, starting in March. It's creative and gets lots of attention.

We produced an excellent web-site www.pvbikeweek.com, and we suggest securing advertising space on related web-sites.

Background On Our Project

The Pioneer Valley was quite successful with our first ever-regional Bike Commute Week effort in May 2000, followed by the success of the second annual Pioneer Valley Bike Commute Week in May 2001.

How do we define success?

Certainly a bottom-line measure is the net transportation behavior change, but this is only one piece of the puzzle. Our goal was to encourage people to bicycle, but we were also concerned with elevating the status of bicycling in the region. We want people to think of the Pioneer Valley the same way they do of places like Madison, WI and Santa Cruz, CA – as a bicycle-friendly place. We were successful on both fronts.

People rode their bikes during the designated two weeks. We estimate that over 1,500 people rode during Bike Commute Week each year. This number is calculated based on the number of completed registration forms (300 in 2000 and 475 in 2001) modified by the fact that we distributed 2,000 t-shirts in the first year and 1,500 in the second. Anecdotal information and observations combined with employer participation suggest that many more people rode than completed registration forms. We experienced some difficulty collecting registration forms from participating communities and employers and some communities ran out of the forms at their breakfasts so riders were not registered. We received phone calls and emails from many people telling us they rode or intended to ride, but saying that it was not convenient for them to stop by a registration site.

We were also successful getting many individuals, organizations and agencies who do not generally think about bicycling involved in the week. They took the event seriously by planning events around it, giving us money and jumping on the bandwagon, generally merging their work with ours. We also received an unexpectedly significant amount of media coverage, including articles in the local newspapers and television coverage each day of the week. Examples of our success at raising the visibility of bicycling in the region include:

- Governor Cellucci planned a trip to our region of the state to announce Enhancement funding for a Bikeway project specifically to coincide with Bike Commute week.

- Local bike shops were flooded with requests for tune-ups the weeks preceding Bike Commute week and shop owners reported customers frantically saying: “I need to get my bike tuned up so I can ride during Bike Commute week.”

- A local television station, Channel 22, an NBC affiliate produced, at their own expense, a 30-second PSA about bicycling and how it can improve air quality, which they aired 45 times, including during the MLB All-star game.

- Channel 22 also created five features on bike commuting and “Do the MATH…don’t drive alone” which aired during prime time. They publicized the winners of the “Do the MATH…don’t drive alone” prizes during the whole month of June.

- A locally owned grocery store, Big Y, agreed to distribute our "Do the MATH…don't drive alone" cards all summer long and they, at their own expense, produced an insert in their Sunday advertising section which went to all their subscribers, approximately 45,000 people, explaining the "Do the MATH…don't drive alone" campaign.

- The American Lung Association merged their "Ride Share for Clean Air" campaign with our effort.

- The Norwottuck Network, our state's designated Millennium Legacy Trail, agreed to pay the $8,500 fee to bring David Engwicht from Australia to run a series of workshops on street reclaiming which took place during Bike Commute week.

While we were obviously successful with many aspects of the Pioneer Valley Bike Commute week, there were aspects of the week as well as the whole project that were less successful than we had hoped. Fortunately, because this project was a pilot project, we can deem even these shortcomings a success, in that others can learn from them.

Process:

The Pioneer Valley Bike Commute week was organized as a combination traditional top-down hierarchy and a grassroots community organizing effort. It was both a project of the PVPC and a collaborative effort of a number of organizations and individuals. On the one hand, PVPC staff organized the regional event, but at the same time, each one of the participating communities was empowered to design their own event.

Collaboration was an essential component of this effort, as was flexibility and the ability to take advantage of any and all opportunities.

From the outset, the regional bike commute week was planned as a collaborative project. From bicycle shop owners to state representatives, many people were involved with designing the project and many of these same people, or their staff, remained involved throughout the life of the project. One would be hard-pressed to identify an organization opposed to clean air and reducing traffic congestion, and thus it is easy to involve many people in a bike commute effort. A key to successful involvement, however, is striking a balance between having a clear plan of action—so people know what they are getting involved with, while at the same time, being open to integrating other organizations ideas and goals into the project.

It is not enough to pay lip service to other organizations' goals and concerns. This project worked because it really did evolve with different people's involvement.

Implementation:

As mentioned, while the PVPC took responsibility for overall implementation of this project, it was a truly collaborative effort that relied heavily on substantive participation by many people.

Oversight: PVPC staff and Advisory Committee (all volunteers)

Bike Commute Week(s)	Public Information Campign – Do the M.A.T.H.	Development of Bike Municipal Infastructure	Outreach to Employers
• Organize Committee – provide oversight and assure that everything gets done on time – could also include a part-time position. • Volunteer recruitment/Management • Public relations: logo, materials development, media outreach, distribution of materials • Participant Outreach/Recruitment • Site Coordinators–at major employers and college campuses, possibly at schools • Logistics–of the week: registration, incentives, food, tracking participation	• Collect and package technical information • Recruit/Manage Business and Media • Create, print cards • Distribute and track cards–participation • Solicit prizes • Oversight/Publicity	Target Municipalities • Organize representative from all municipalities and schedule a year's worth of activities • Problem Identification–inventory bicycle facilities, using BLOS or other standard criteria. • Design community - specific Action Plans to address identified problems/ limitations (Use Regional Bike/Ped Plan and Pedestrian, Transit and Bicycling Workbook as resources) • Implement Action Plan, i.e. organize Effective Cycling training for all target DPW staff • Help with grant-writing and other fundraising for ongoing programs and for substantive infastructure development, i.e., Enhancement funding for a trail	Target Employers • Identify/Recruit Employers • Prepare support materials • Train Bike Commute coordinators • Provide ongoing technical assistance • Help with fund-raising for ongoing programs

The advisory committee included local planners, bicycle advocates, transportation specialists, citizens, elected officials, college and university representatives, health-related organization representatives, state agency representatives, and business owners. The advisory committee members donated hundreds of hours of staff time to the project.

Sub-committees

Given the three distinct components of this effort: the week's events, infrastructure changes, and the long-term behavioral change, the work of this project was assigned to four sub-committees, four instead of three because we decided to create an employer-based effort. The PVPC project coordinator oversaw the work of all four sub-committees. Their work plans are described below.

1) The week

To Do:

- Identify lead person in each community
- Identify all the tasks that have to get accomplished between now and May 14 to have a successful week
- Recruit Volunteers to do the tasks: try bike clubs, people who did the Boston to New York AIDS ride, fraternities, boy/girl scouts, other groups that have a commitment to community service
- Oversee getting the tasks done

Tasks

Solicit business/community member participation—for:

- donation of trinkets, gift certificates, etc. to go in registration packet,
- donations of coffee, tea and food for the day of events
- donations of prizes
- bike shops to do tune-ups, etc.
- support of their employees bike riding and participation in the day/week
- hosting a food site
- publicity
- cash donations for whatever!

Publicity—(PR Committee-Do the MATH—will oversee materials production, but this committee should have input into contents and items and is responsible for distribution) including but not limited to:

- Get local media involved—ads, press releases, tv, radio, inserts, flyers…to tell people what you are doing and get people pre-registered
- Get local big names—elected officials, sports heroes, famous people, etc. to publicly say that they will ride—and to ride
- Get posters up in all area shops, schools, colleges, restaurants, etc…

- Identify sites for registration/food tables—should have one site for every 50 people participating
- Put registration packets together:
  - Develop a system of tracking participation
  - Trinkets/gift certificates: retro-reflective stickers, etc.
  - Bike safety materials, how to ride in traffic, etc.
  - Bike maps
  - T-shirts
- Plan additional events for the week/day: i.e. historic bike tours, race to work, bike home party, critical mass ride, bike safety rodeo, effective cycling class, fun bike rides/tours, parades, etc…

Agreed:

We will have a bike commute day for each participating community—starting with Monday, 5/14

2) Municipal Infrastructure development:

To Do:

- Call a meeting of target communities—DPW staff, Planning departments, Traffic Engineers, Law Enforcement, Public Health—others interested in alternative commuting

- Refine action plan

- Develop a systematic way to inventory target communities ped/bike infrastructure—both physical and policy

- Conduct inventories

- Analyze results of inventory
- Plan improvements where needed—physical and policy—use model ordinances and other existing re sources—Ped/Bike/Transit workbook.
- Implement planned improvements, including scheduling training sessions, helping with grant applications, etc.

3) Public Information and Education Campaign: Do the MATH

Goal: have everything ready by Monday, April 3, 2000 for a media event and campaign launch.

What	Who	When
secure a radio station as partner		By 2/25/00
secure 1-3 distribution outlets for "do the MATH' cards		By 2/25/00
hire a PR firm to: design do the MATH logo. We will use the design to develop the following: Bike Commute logo, Ride Share for Clean Air logo, and lay-out for: calendar of events, bus poster, bike commute poster, bike commute t-shirt, bike commute registration form, bike commute handout, stickers, do the MATH card, 2 radio PSAs-30 and 60 second for do the MATH.		1/31/00
we will have to research and write copy for all the above materials		**By 2/15/00**
PVPC Graphics Dept. lays out all the materials		By 3/10/00
PVPC selects a printer and printer produces materials		By 3/31/00
meet with Channel 22—as a possible television partner		2/11/00
reach out to all other media as possible supporters		After survey is done By 3/1/00
solicit donations of prizes for Do the MATH prizes over the summer. We need at least 75 NICE prizes plus lots of little ones—if we can swing it		Ongoing–start now and have in place by 4/1/00
design and conduct a survey of everyone who could possibly be holding an event related to improving air quality in the Valley		By 2/11/00
hold a meeting of everyone who is doing anything related to improving air quality to get them on board		Week of 2/21/00
create a calendar of all air quality improvement events in the Region from April 1, 2000 to August 30, 2000		By week of 2/28/00-after meeting

Public Information and Education Campaign: Do the MATH (cont'd)

What	Who	When
plan media event to launch the do the MATH campaign: recruit big name speakers, have calendar ready, have partners available		By week of 3/20/00
hold media event!		4/3/00

Detail on "Do the M.A.T.H. don't drive alone"

…a regional effort to improve air quality by changing individual residents behavior: save Money, improve Air quality, save Time, and get Healthy

Recognizing that improving air quality may not be enough to motivate people to change their behavior, PVPC developed the "do the M.A.T.H.—don't drive alone" campaign. "Do the M.A.T.H.—don't drive alone" is based on the idea that if people "do the math" i.e. realize how much:

Money they can save,
Air pollution they can prevent,
Time they can save, and how
Healthy they can get by not driving alone in their cars all the time,

they will use healthier modes of transportation: bicycling, walking, carpooling, the bus, and possibly combining and/or eliminating car trips.

PVPC developed a card that was distributed throughout the region designed to help people keep track of their transportation choices. The cards was available at Big Y and other businesses located throughout the Valley. People were encouraged to fill out the cards on a weekly basis. The cards quantify how much money people are saving, air pollution they are preventing, time they are saving and how healthy they are getting (i.e. calories they are burning). At the end of the week, people submitted the cards to a central location and a winner was announced on a local television station.

4) Employer outreach

Goal: have a minimum of 5 employers per participating community agree to participate in the effort.

What	Who	When
Develop database of major employers in target communities		2/1/00
Assign communities to contact		2/4/00
Prepare script for telephone call—inviting participation		
Produce post cards alerting Employers to our effort and telling them we will call them week of 2/7/00		2/1/00
Get business leaders to endorse our effort		During February
Mail cards		2/4/00
Call employers		Week of 2/7/00
Prepare follow-up letter		2/14/00
Register people for 2 hour training on 3/1/00		Up to 2/25/00

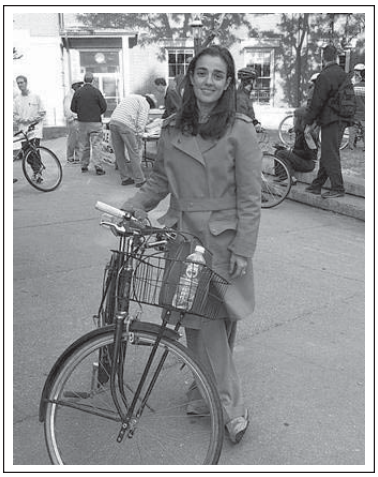
Employer outreach (cont'd)

What	Who	When
Prepare for Training: develop binder—we have models from other		By 3/25/00
communities which we can reproduce/tailor to our needs		
Conduct training		3/1/00
Follow up letter to see if people want a site visit, want to participate in Bike Commute week—with a food table, prize donation, cash donation, publicity, etc.		Week of 3/6/00
Schedule and conduct site visits		March, April, May
Bike Commute Week		5/14/00
Follow up with technical assistance		Summer

Lessons Learned:

- It is possible to organize a regional Bike Commute week.
- Merge your goals with others – collaboration works!
- There are trade-offs to securing media partners versus working for massive press coverage. On the one hand, other media outlets may decline to cover you, but if you get a good partner, it's worth it! The media outlet takes responsibility for getting the word out—and they are the experts at doing that. We got amazing television and radio coverage.
- Empowerment works. We worked with nine different communities to actually run the bike commute week events and we decided to allow each community to organize the events however they saw fit. In some communities the events were run by paid municipal staff and in others they were organized by volunteers. Each community ended up with very different but nevertheless successful events and produced nine different models for organizing bike commute events!
- Don't push it, and go where the energy is. We started off targeting communities in the region that had over 40% of their commuters traveling for less than 15 minutes to work (by car). We argued that this was a good distance to bike. Some of the target communities responded enthusiastically to work with us others did not. We did not work with the ones who did not want to work with us! Two other communities came forward to work with us, even though they were not targeted and we did work with them!

Where do we go from here?



We make this an annual event in the Pioneer Valley!

Appendices: Articles

SATURDAY, JUNE 3, 2000

UNION NEWS

WEST SPRINGFIELD

Commuters asked to 'Do the MATH'

In an effort to encourage car pooling and bike riding to work, the Pioneer Valley Planning Commission is sponsoring a "Do the MATH" campaign for a chance to win prizes.

Area residents are being asked to fill out "Do the MATH" cards to compare how their trips add up in terms of money, time, and air pollution each week.

The "Do the MATH" cards are available at local Big Y stores and through the Pioneer Valley Planning Commission's Web site **www.pvpc.org**. For additional information, call Catherine Ratte or Doug McDonald at 781-6045.

Supporters hope to peddle pollution-free transportation

By BILL ZAJAC

Staff writer

Plans are under way to expand two programs that encouraged alternative modes of transportation this month as a way of reducing air pollution and improving health.

Bike Commute Week, which was organized by the Pioneer Valley Planning commission, and Ride Share for Clean Air, a program sponsored by the American Lung Association of Western Massachusetts, will continue next year after each experienced moderate success this spring.

Bike Commute Week drew about 1,000 participants last week in its initial year after receiving a grant from MassHighway Department.

"Our goal was to have 2,000 bikers participate. The weather hurt us, particularly on Friday when Springfield was hosting events surrounding it," said Catherine M. Ratte, a senior planner for the Pioneer Valley Planning Commission and lead organizer of the event.

Six communities hosted designated days to promote the event.

"Each community did it differently. That worked very well," said Ratte.

Northampton, for instance, hosted a free breakfast and "turned the day into a party."

"We received a lot of support from local businesses," said Laurence Wasserman, who helped plan the Northampton event.

Springfield planned a group of activities, including a health expo, spin demonstration, safety seminar and stunt rider demonstration.

The Pioneer Valley Planning Commission will seek stronger corporate sponsorship next year, when it will organize the event without a grant.

"Part of the one-time grant we received this year includes putting together a 'how-to' kit for the event," Ratte said.

The Pioneer Valley was the only one of 13 regions in the state that conducted this type of event, which was planned to coincide with National Bike Week last week.

"Next year it doesn't have to be during National Bike Week unless the rest of the state plans something. Then it would make sense to do it that way," said Ratte.

"There was a tremendous feeling of success. We were happy with the amount of support communities received in organizing their events. We will continue the same model next year," Ratte said.

People showed a lot of creativity in participating, Ratte added.

"Several groups of coworkers met at a designated spot and rode their bikes to work together. One woman from Russell drove part of the way, parked her car and pedaled her bike the rest of the way to work," said Ratte.

Ride Share for Clean Air drew about 150 participants with its five-day program that encouraged people to find alternative modes of transportation as a way of raising awareness of air pollution and its effect on health.

The program, which ran the week beginning May 5, started last year as a one-day event.

we can know and understand their concerns," Erin E. Allen, home community relations manager, said yesterday.

The Children's Study Home plans to build a 9,000-square-foot one-story building to house 18 girls ages 11 to 21.

BOSTON

Program set up to aid area fire departments

State Rep. Mark J.Carron, D-Southbridge, and state Rep. Paul E. Caron, D-Springfield, have announced the establishment of a $10 million firefighters' safety equipment grant program. The program is designed to help municipal fire departments buy life-saving equipment.

Fire chiefs may apply for a grant from the Firefighter Safety Equipment Fund on or before Jan. 1. Some of the equipment eligible includes turnout gear, handheld power lights, communications devices, telephones, personal alert safety systems, air packs, tanks, compressors, thermal imaging devices and computerized personnel accountability systems.

State agency schedules work training forum

BOSTON – State Sen. Stephen M. Brewer, D-Barre, announced yesterday that the state Department of Employment and Training will conduct an informational meeting about Workforce Training Fund Grants on April 29 from 9 to 10:30 a.m. at the Dudley Division of Employment and Training.

The Workforce Training Fund is financed by state employers to provide resources to businesses and workers to train current and newly-hired employees. Training grants range from $5,000 to $250,000, and technical assistance grants range from $5,000 to $25,000.

Information on how to sign up for the Dudley session is available by calling Brewer's office at 617-722-1540, or by e-mail at sbrewer@senate.state.ma.us.

"I've lost quite a bit of sales," Veilleux said. "I can't take the chance of having a $5,000 fine slapped on me. This is going to put all of us out of business."

Reilly yesterday defended his case against gun dealers. The attorney general predicted he could successfully defend in court his new safety standards on handguns.

"We knew the gun lobby would fight back," Reilly said. "We're ready. This is about safety. This is about saving lives and preventing injuries caused by accidental discharges of handguns."

Reilly urged manufacturers to buy back new handguns that were distributed to dealers before the regulations went into effect.

Michael D. Yacino, executive director of the Gun Owners' Action League, said the regulations are so vague that it's unclear if any handSmith & Wesson of Springfield makes the only new handguns that comply with the regulations. Most used handguns are grandfathered from the regulations, but all new handguns must meet the standards with no exemptions for unsold guns.

The regulations include requiring tamper-resistant serial numbers and performance tests for safety and trigger locks, written safety warnings, devices that either indicate when a bullet remains in the firing chamber or prevent the firing of a handgun when the magazine is detached.

Meissner, who has operated his Agawam store for 25 years, said he can't sell 60 handguns in his inventory because they don't comply with Reilly's regulations. He is stuck with at least $18,000 worth of handguns that he can't sell.

"I'm afraid to do anything,"

Special week in May to boost bike riding

SPRINGFIELD – Eight communities in Hampden and Hampshire counties will be the focus of "Pioneer Valley Bike Commute 2000," a project starting next month that aims to improve air quality through bicycling and other alternative means of transportation.

Co-sponsored by organizations including the American Lung Association, MassBike and the Pioneer Valley Transit Authority, the project urges communities and employers to make it easier for people to ride their bicycles during the period May 13-20.

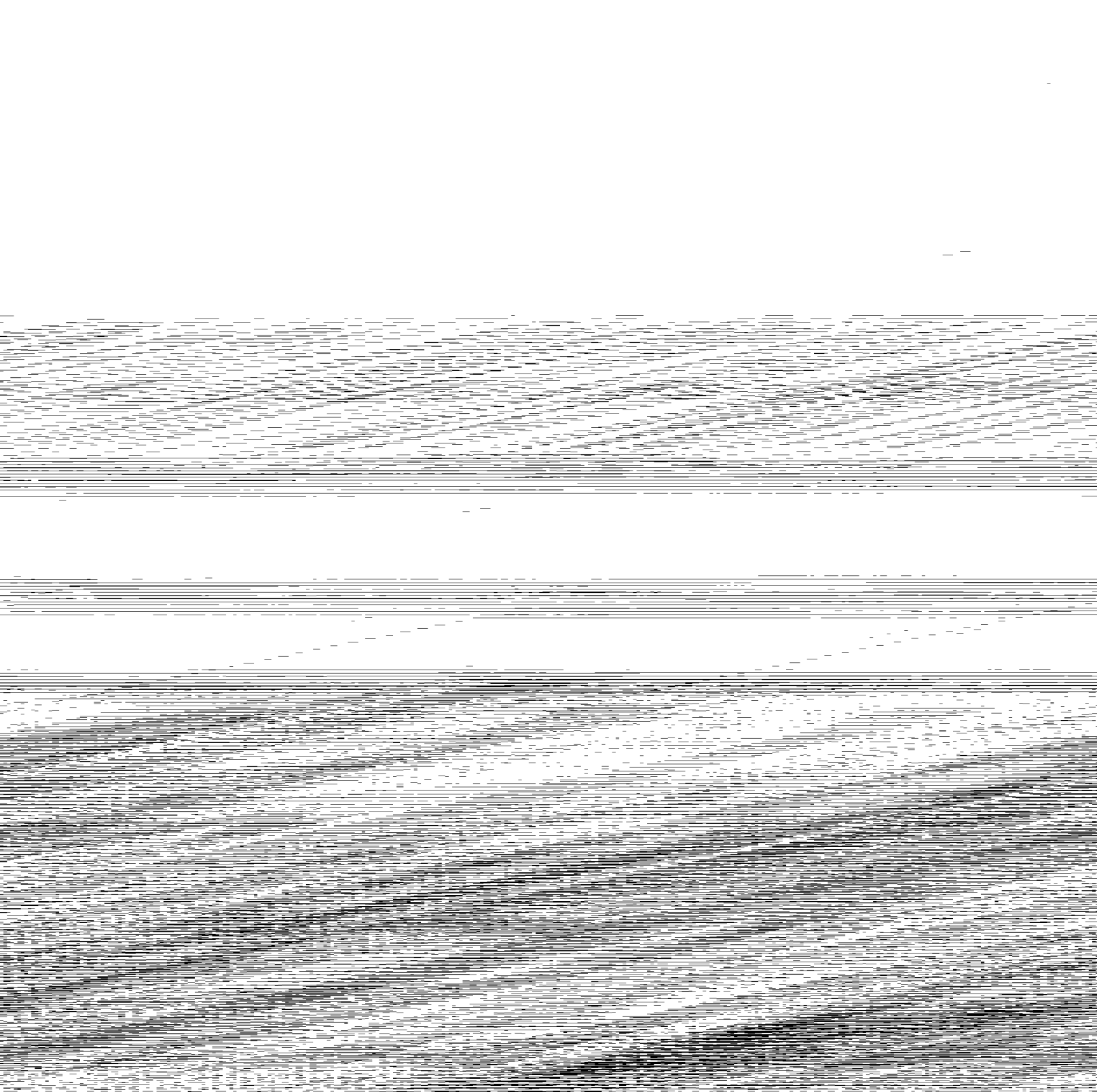
Although the project will reach throughout the Pioneer Valley, focal points will be Amherst, Chicopee, Hadley, Holyoke, Northampton, Palmer, Springfield and Westfield.

Organizers are asking that municipalities install bike racks, mark off bike travel lanes and post signs in support of the project; elected officials and other leaders encourage and participate in the project; and businesses donate food, goods and services as incentives for participants.

Organizers want to achieve a long-term goal of reducing by 5 percent the vehicle miles traveled by 105,896 residents, or 37.5 percent, of the region's population, who commute for less than 15 minutes. The 5 percent reduction represents a removal from the road of more than 5,000 motor vehicles, organizers said.

The short-term goal is to change the commuting behavior of 10 percent of that population, or about 10,000 people, by getting them to ride bicycles. Other forms of transportation being encouraged include walking, carpooling and bus riding.

4/19/2000 Union News



Bike lanes, improved safety said key

Bicycling advocate says that before ridership can grow, people need to feel safer on roads

By JUDITH B. CAMERON
Staff Writer

NORTHAMPTON — The creation of bike lanes on Elm Street is one of several steps needed to make the city safer for cyclists, a biking advocate said.

James Lowenthal, a Northampton resident and a member of the Massachusetts Bicycle Coalition, said the bike lane on Elm Street is an encouraging step toward making Northampton more bike-user friendly.

The group is organizing a day of events Wednesday to promote biking. (**See accompanying story**.)

Last month, the Board of Public Works approved creating a bike lane on Elm Street from Harrison Avenue to Prospect Street, about four-tenths of a mile. The bike lane, which will be created by redesigning the road, will serve as a test for establishing a bike lane from downtown Northampton to downtown Florence.

Elm Street is wide enough to accommodate two 12-foot travel lanes, two 5-foot bike lanes and space for on-street parking.

Besides establishing more bike lanes, both cyclists and motor vehicle drivers need education on rules of the road and how to each safely drive on roads, Lowenthal said.

In many surveys, people have cited the lack of safety on roads as reasons for not using bicycles.

Lowenthal said that in some California communities schools have incorporated bicycle safety and rules of the road in their curriculum.

An educational brochure developed by Massachusetts Bicycle Coalition and the Massachusetts Highway Department will help educate people here, Lowenthal.

The brochure will be available this summer and may be distributed with car registrations.

Educational programs will help to dispel myths such as riding on sidewalks is safer than riding on roads, Lowenthal said.

In fact, he said, studies have shown that riding a bike on a sidewalk is five times more dangerous than riding on the street.

He also said that the city must incorporate more bike lanes and reconsider how roads are used.

For instance, the city will consider creating bike lanes during its reconstruction of Ryan Road.

"That's tremendously important and it's really exciting to see that happen," Lowenthal said.

He also said that other improvements may follow when members are named to a new bicycle/pedestrian committee.

Wayne Feiden, director of planning and development, said that the new committee is replacing the former Rail Trail Committee.

A spokeswoman for Mayor Clare Higgins said that the mayor is awaiting the recommendations from the Safer Streets Task Force before she charges a new committee.

Breakfast to celebrate area cycling habits

By JUDITH B. CAMERON
Staff Writer

NORTHAMPTON — Getting some 1,000 people to make trips with bicycles Wednesday is only one goal of the Bike Commute Day, organizers say.

The event, the first for Northampton, is designed to encourage others to use bicycles as a mode of transportation and send a message to city officials that bicycles need a place on city streets.

The use of bicycles for transportation has ramifications for city planning as well as traffic and parking, said Robert Shycon, one of the organizers.

The Massachusetts Bicycle Coalition and the Northampton Cycling Club are co-sponsoring the event, which will also feature a free breakfast and bike clinic.

The breakfast will be held from 7 to 10 a.m. on the lawn of the Hampshire County Courthouse for commuters who ride their bikes to work. Local businesses have donated food and participants will receive free T-shirts and area biking maps and information on alternative transportation.

Also that day, between 4 and 7 p.m., bicycle enthusiasts will offer a bike safety clinic in Pulaski Park. Antique and custom bicycles will be on display, and people can bring their bicycles for a free safety check.

Jami Fisher, a member of the Northampton Cycling Club, will lead a group bike ride around Northampton that will be suitable for all levels. The riders will gather at Pulaski Park at 6:30 p.m. for a 30-minute trip.

The bike groups are advocating the use of bicycles to improve air quality and reduce traffic and parking congestion.

Shycon estimated that in Northampton less than 2 percent of residents use bicycles for transportation, compared to some parts of Europe where as much as 50 percent of the population regularly use bicycles for making trips.

Daily Hampshire Gazette, May 16, 2000

Mayor, officials commute on bikes

By NANCY H. GONTER

Staff writer

HOLYOKE – Mayor Michael J. Sullivan yesterday afternoon described his legs as being "a little rubbery."

That's because the mayor – along with several other city employees – rode his bicycle to work yesterday as part of the Pioneer Valley Planning Commission's first Bike Commute Week.

"My legs were burning. I didn't have any air. My aerobic fitness level was alarming to me," Sullivan said as he laughed.

Sullivan, 44, who lives on Pheasant Drive, which is off County Road in West Holyoke, said it was all uphill until he hit Route 141 (Easthampton Road).

"It wasn't pretty," Sullivan said.

He cooled off as he headed into the city and met up Kathleen Anderson, the director of the Management Assistance Program, who lives off Jarvis Avenue and who was also bicycling into work.

Both Anderson and the mayor admitted it was a one-way ride yesterday. Both had meetings during the day and evening which required use of a car.

John Dyjach, a development specialist with the city's Office of Economic and Industrial Development, said he planned to ride both ways from his Beacon Avenue home.

Dyjach, who often rides his bike around the Whiting Street Reservoir and Mount Tom Reservation, said it was the first time he rode it to work.

"I think I will make it a once or twice a week thing in the nice weather," Dyjach said.

Anderson, who says she rides with her husband and two sons around their neighborhood, said Sullivan was cruising when he breezed by where she was waiting at Jarvis Avenue and Easthampton Road.

"He was so excited to be going downhill he went right by me," Anderson said.

For the bicycle riders, there is always the difficult question of what to wear for the ride and work.

Dyjach acknowledged that he changed some of his clothes when he got to work.

"I didn't wear my best suit today," he said.

Sullivan took a different approach. He wore chinos, a short-sleeved shirt and a tie.

Sullivan, who used to work out regularly at the YMCA but has slacked off since he started the mayor's job, said he will have to find another way to get fit.

"For me, it's difficult because of the logistics. I had to go to a meeting outside the office. I have another meeting tonight. It just wouldn't be functional to ride a bike regularly to work," he said.

The goal of the Bike Commute Week is to promote personal fitness, improve air quality and the overall quality of life in the Pioneer Valley.

Pioneer Valley geared up for a big Bike Week

NORTHAMPTON - The first celebration of National Bike Week (May 14-20) in the ***Pioneer Valley*** geared up to be an impressive event.

Initiated by Catherine Ratte of the Pioneer Valley Planning Commission (PVPC), the project received grant funding. The project was sponsored by CARAVAN, NESEA, MassHighway, American Express, Big Y and others. Holyoke, Westfield, Northampton, Amherst, Hadley, and Springfield all hosted activities ranging from free breakfasts, group rides, bicycle maintenance & safety and film presentations.

David Engwicht, world-renowned community organizer and promoter of alternative transportation, presented a training series, titled *Beyond Traffic Calming: New Solutions that Build Community and Save Money*, and led a street reclaiming in Holyoke. David is also author of several books including *Reclaiming Our Cities & Towns: Better Living with Less Traffic*.

In addition, the Norwottuck Network Massachusetts Millennium Trail was dedicated, attended by many state and local dignitaries. From there, the group rode bicycles to the free breakfast in Northampton center, organized by MassBike/PV where a city councilor proclaimed the day Northampton Bike Commute Day and unveiled newly installed bike racks (also purchased with TDM funds) around town.

As an incentive to pre-register for the week, Rubel's Western Massachusetts bike maps were given to the first 600 people pre-registered. There were also t-shirts for everyone who rides. For more information, contact Jami Fisher (413)586-1225, jami-fisher@mediaone.net.

Milton gets grant to plan Gulliver Creek Bike Path

MILTON - The ***Milton Bicycle Advisory Committee*** has secured a $4,600 grant from the state's ***Urban Riverways*** program for a feasibility study of a path from the Neponset River to East Milton Square along the west side of Granite Avenue.

The proposed path, which borders the Gulliver Creek marsh and provides access to the historic Granite Wharf, will be used by joggers, bicycle commuters, and recreational cyclists, and will serve as a branch of the ***Neponset River Greenway*** (under construction). Without it, there is no safe, direct access for cyclists or pedestrians from East Milton to the Greenway.

The feasibility study will determine whether removing a lane from Granite Avenue to make space for the path is possible, and whether workable connections can be made at the path terminals to the Greenway and to Brook Road. It will recommend alterations to I-93 freeway ramps to promote safety, and estimate construction cost. If reasonable, the Mass. Highway Department may bear the cost of "remodeling" Granite Ave. as part of a project leasing an MHD yard for commercial development.

Peter Furth, chair of the town's Bicycle Advisory Committee and professor of transportation engineering at Northeastern University, developed the proposal from a senior design project done last year by his engineering students. He will oversee the study for the town. He can be reached at pfurth@coe.neu.edu.

Arlington to use grant for bike education

ARLINGTON - The ***Arlington Bicycle Advisory Committee*** (ABAC) has received a $2,000 grant from the ***Cutler West Foundation*** to furnish Arlington's municipal and school libraries with cycling-oriented books, videos, magazines, newsletters, and local bike maps.

ABAC's intent for the grant is to educate and encourage the general public – both the young and young-at-heart – to ride bikes more often for transportation, recreation, and better health.

For starters, ABAC plans to sign up the libraries for MassBike membership! After all the materials are available, ABAC will host a special exhibit in the town's main library and host a reception, probably next spring. If this program is successful, ABAC hopes that it might serve as a model for other communities to follow and adapt.

A great list of local cycling publications is already installed on MassBike's website at www.massbike.org/info/books. If you have any additional recommendations for cycling-oriented library materials, please send them to ABAC chairperson Jack Johnson at Jack2Bike@mediaone.net.

Framingham votes for rail-trail

FRAMINGHAM - Framingham Town Meeting recently voted to secure access for the ***Cochituate Rail-Trail***. The proposed trail will use the Saxonville Branch railroad right-of-way, along the Framingham stretch from Route 30 to the north side of the Massachusetts Turnpike, passing through ***Framingham*** and ***Natick***.

With Framingham and MassPike in agreement on this lease, local bike committees are hoping that the necessary paperwork will be completed soon. For more information on the Cochituate Rail Trail, see www.gis.net/~dmiller/crt.html on the web.

Judge hears Northampton bike path suit

This article originally appeared in the Daily Hampshire Gazette, *Northampton, Mass., on Friday, May 12, 2000.*

NORTHAMPTON - Lawyers for Massachusetts Electric Co. asked a Superior Court judge Thursday to dismiss a lawsuit filed against the company on behalf of opponents of the ***proposed Williamsburg bike path***.

Judge Lawrence Wernick heard oral arguments in Hampshire Superior Court from both sides of the issue. He took the matter under advisement and did not issue a ruling.

Much of the discussion Thursday revolved around interpretation of complicated laws about land ownership and property transfer.

Opponents of the 2.5-mile path, which would run from the town center to the Northampton line along an abandoned rail bed, argued that Massachusetts Electric does not rightfully own land in the old railroad corridor.

James R. Baarda, a lawyer from Washington, D.C., spoke on behalf of the 28 Williamsburg landowners with property next to the abandoned rail bed who filed the lawsuit. He said the railroad company did not have a right to transfer title of the land to Massachusetts Electric in 1962 because the land was no longer being used as a railroad.

"Many of the railroad's titles to ownership of the land were through easements," Baarda said, and easements are by nature temporary. "In the case of the railroad, the easements were only valid when the railroad was in operation, after which the land rights revert back to the original landowner," he said.

Bike Week events set

By VICTORIA D'CRUZ
Gazette Intern

Bike tours, breakfasts, bike safety checks and a display of antique bicycles are planned for the first Pioneer Valley Bike Commute week.

"We are trying to encourage people to commute to work on their bikes, just once, and hopefully they will like it and will do it every day," said Catherine Ratte, a senior planner at The Pioneer Valley Planning Commission, which helped organize next week's activities.

Holyoke, Westfield, Northampton, Easthampton, Amherst, Hadley and Springfield are participating in the national event.

"We are trying to encourage people to commute to work on their bikes, just once, and hopefully they will like it."

Catherine Ratte

Northampton's Bike Commute Day will be Wednesday beginning with a breakfast on the lawn outside the Hampshire County Courthouse. The 7 a.m. breakfast is free for all those who bike, or go a full day without using a car. There will be local bike route maps available and information available on alternative transportation.

A group bike ride to the Norwottuck Rail Trail on Damon Road begins at 8:45 a.m.

Bike Commute Day events will resume at 5 p.m. with a fair in Pulaski Park. Cyclists may bring bikes for a free safety check. There will also be antique bicycles on display.

Jami Fisher of the Northampton Cycling Club will lead a group ride around Northampton at 6:30 p.m. The ride is suitable for all levels of cyclists and will take cyclists along prospective designated bike routes in the area, such as the proposed link trail between downtown Northampton and the Norwottuck Trail.

Other events include:

- Holyoke, breakfast at Heritage Park with live music, Monday. Also on Saturday is a program called reclaiming Holyoke's streets with David Engwicht.
- Easthampton, a breakfast on the common, Wednesday at 7:30.
- Amherst and Hadley's bike breakfast, set for Thursday at 7:30 a.m. at the campus pond at University of Massachusetts.

New music

Holyoke's Ray Mason releases new CD.
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Herald

CHICOPEE · HOLYOKE · SOUTH HADLEY & GRANBY

Safety first

Holyoke kids learn from police .
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GRANBY senior helps his class with hobby.

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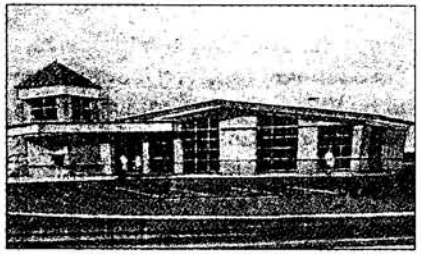

EASTHAMPTON SAVINGS plans move to South Hadley.

PAGE 39

WHEELIN' TO WORK. Mayor Richard J. Kos (left) biked to work May 15, as part of Pioneer Valley Bike Commute Week activities. He came for the breakfast, provided by the Pioneer Valley Planning Commission, on a 21-speed Nishiki Optima SC mountain bike. He said the ride from his house took him about 12 minutes, although he stopped at a couple of departments on his way down Front Street to take care of some business. He is shown with Sabine Dietrich, a coordinator of Chicopee's Bike Commute Week activities for the Pioneer Valley Planning Commission.
Herald photo by Josh Shear.

Health Center receives share of $7M grant

By G. Michael Dobbs
Staff Writer

HOLYOKE – The Holyoke Health Cente was one of 38 community health center awarded part of one-time $7 million gran by the Swift Administration earlier thi month.

Unlike other local community healt centers which received grants of abou $3,000, Holyoke received $173,000 Springfield Southwest, and Brightwoo both received $3,065 which was describe by Rich Copp, a spokesperson for th governor's office, as technical assistanc

Please see Grant on page 22

NEWS

Union-News. • Sunday Republican.

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Today's News

Spokesmen promote pedaling

Saturday, May 19, 2001
By KEN ROSS

SPRINGFIELD — Commuting to work became an adventure yesterday for city resident Kevin D. Maxwell.

Instead of driving, the Brightwood Elementary School teacher rode his bicycle to work for the first time.

"I've been meaning to do it," he said. "This is sort of a kickoff for me to get out and ride."

Maxwell stopped along the way at the Civic Center, where a free breakfast was served to bicycling commuters. Mayor Michael J. Albano rode his bike to the same event, which attracted about 20 cyclists.

Similar events were conducted yesterday at another location in Springfield and in Greenfield as part of Bike Commute Week. It began on Monday and ends today with a bicycle safety clinic from 9 to 1 at the Boys and Girls Club of Chicopee at 580 Meadow St.

In addition, 25 students and faculty members at Northampton High School rode to school yesterday, and received a free breakfast and T-shirts.

Nationwide, about one percent of commuters bicycle to work each day, according to Tina M. Manos, who helped to organize yesterday's breakfasts in Springfield. She said the figure applies to Springfield and most of the Pioneer Valley.

Joseph Cetnarowski of Springfield rides his bike to work in Agawam about 90 percent of the time, he said. He makes the eight-mile-long journey each way because, he said, "it's good exercise and it's good for the environment."

The same reasons apply to Don W. Frank of Northampton. He tries to ride to or from work in Springfield about four times a week. Often, he will

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ride to work in the morning, and then he will "beg a ride or borrow a car" to get home.

Like Cetnarowski, Frank said he rides to work mainly for the exercise.

"I love being outdoors, and it's difficult to be outdoors during the week," he said.

Springfield Policemen Ken J. Turowsky and Barry D. Delamarter do not have such a problem. They ride bikes while patrolling downtown Springfield.

Maneuvering through the congested streets can sometimes be difficult.

"There's a lot of lights, a lot of traffic," said Delamarter. "You have to pay attention."

But often, there are advantages to patrolling on a bicycle, Turowsky said.

"Downtown, you can get anywhere quicker than any patrol car a lot of times," he said.

Turowsky once apprehended a man who had stolen a car. The thief was stuck in traffic. Turowsky saw the vehicle, rode up alongside it, and grabbed the criminal.

Turowsky and Delamarter do not often see other cyclists in the city. But organizers hope that events like the ones conducted yesterday will change that.

"Research shows if people will try bike-commuting for a day, they'll do it" long-term, said Sue Bartone, the regional coordinator of Bike Commute Week.

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Easing energy crunch

Related story: Waking up to Bike Commute Day

Wednesday, May 16, 2001 -- Energy has been in the headlines this year, from the sharp increases in natural gas and electric rates this winter in New England, to rolling blackouts in California last month and now the recent spikes in gasoline prices. Everyone, it seems, is talking about energy costs and availability.

The economics of energy is an extremely complex web that involves supply and demand, government regulations, consumer expectations and the political climate in countries halfway around the world. There is no single solution that will lower costs or and? increase energy supplies.

While we look to the federal government to articulate a smart long-term energy management plan - the Bush administration is due to announce a new energy policy this week - we have to keep in mind that our personal choices make a difference in the energy equation.

We can choose, as some are this week, to ride a bicycle to work. National Bike Week aims to get more people in that habit. With gas prices flirting with $2 a gallon locally, it is a good time to consider all alternative means of transportation. Gas is still cheaper, when accounting for inflation, than it was for most of the past 20 years, but there seems to be something about $2 a gallon that gets people's attention.

That price point also makes carpooling and riding public transportation more attractive, and we believe the Valley's large employers should do more to encourage workers to consider those options. Besides being more economical, both offer significant benefits for air quality, a major concern in the Valley.

We have argued in the past that high prices are good in the long term because they encourage the use and development of more environmentally friendly energy sources. Signs this is happening include the bicyclists who commuted to work this morning in Hampshire County and the Hampshire College entrepreneurs who are pioneering the use of cooking oil as a fuel for motor vehicles. The

federal energy plan should contain incentives for alternative energy research.

Debates about drilling for oil in the Arctic National Wildlife Refuge, greater reliance on nuclear power and the question of conservation versus increased supply will play out on the national stage in years to come. In the meantime, consumers can develop their own energy policies. They don't have to overhaul their lifestyles to make a meaningful contribution to greater energy efficiency. Critics say we cannot conserve our way out of this energy crisis, but it's as good a place to start as any.

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Waking up to Bike Commute Day

Related story: Encouraging pedaling commute

Related opinion: Easing energy crunch

Related site: Pioneer Valley Bike Week

By CATHERINE M. SNYDER, Staff Writer

Wednesday, May 16, 2001 -- (NORTHAMPTON) - I'm still sleepy-eyed as I pedal down my street, Lake Street in Florence. It slopes downward toward Bardwell Avenue and my bicycle requires little effort to be propelled. I'm not even thinking about the ride ahead. My head is still pillow-coddled.

Diane Marr on her bicycle stops in at the Northampton Bike Commute breakfast Wednesday morning on her way to work at John Pardiso & Associates on King Street. She rode from her Holyoke home and talks with Sam Brown of Northampton, on the bench, who has been riding a bicycle to his job at the University of Massachusetts for about 15 years. GORDON DANIELS photo

But as I pull through the rocky parking lot of the Florence Casket Co. toward the Northampton Bike Path, I am shocked awake. Suddenly the off-road jockey is alive in me and my 10-speed 1979 Univega is a snarling, wide and low, thick-tired mountain bike, jumping potholes and skidding in sandy patches.

Good morning!

Today is Bike Commute Day and I am just one of perhaps hundreds who eschewed the mighty automobile to ride to work. Northampton's bike commute day is just one of the events running all this week as part of Bike Commute Week, sponsored by the Massachusetts Bicycle Coalition and other groups to promote biking as a means of transportation, not just as recreation.

It was transportation to work for me today as I headed to my first assignment of the day, to cover the free breakfast held for bikers on the lawn of the Hampshire County Courthouse.

When I reached the Northampton Bike Path entrance off North Maple Street, I spied a pair of cyclists on the black-paved trail, chatting

happily. As I approach Barrett Marsh, the air is thick with the odor of spring and trees arch overhead like buttresses in a cathedral.

Then I hear the whine of Super Stop & Shop and I know my sweet, silent ride is almost over.

Onto the bumpy, patched pavement of State Street I ride, and start to assume my defensive stance. Cars around me chug by, consumed by the radio, safe and warm.

As I pull up to the Hampshire County Courthouse, I see I was not alone braving the New England spring chill on my bicycle.

Mayor Clare Higgins set a fine example as she took off from the Hampshire County Courthouse on her bike after reading a proclamation lauding the efficiency and enjoyability of cycling. She had, presumably, biked the few miles in from her Laurel Park home.

Ward 5 City Councilor Alex D. Ghiselin also flew off on two wheels.

At 8:30 a.m., a crowd of 50 people, pink-cheeked and smiling, helped themselves to a breakfast of muffins, bagels, fruit and coffee.

"Free food. I can't pass that up," said Jeffrey McCollough, a senior transportation planner for the Pioneer Valley Planning Commission, which helped organize the gathering, along with the Mass Bike Coalition.

Holly Bowyer of 144 Acrebrook Drive commuted to her job at the Smith College Alumni Association on the bike path for the first time, although she often uses the trail for recreation.

"I didn't consider it as a means to get to work," she said. "This is good incentive for me to bike more often."

Kevin Smillie of 39 Grant Ave., reached for a carrot-squash bar, before he made his daily commute to an Amherst restaurant where he is a cook.

"It's cool to see other people who are biking," he said. "It's good to know there's somewhat of a movement around it."

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NEWS

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Community News

Bike Commute Week an idea worth recycling

Wednesday, May 16, 2001

This week, the Pioneer Valley Planning Commission is peddling the notion that local residents ought to consider hopping on their bikes for the daily commute to work.

Last year, during the first annual Pioneer Valley Bike Commute Week, more than 1,000 people left their cars in the garage and used some pedal power to get to the office.

Now that we're at the halfway marker for this year's event (the week-long observance ends on Saturday), sponsors are hopeful that a healthy tradition is beginning to take hold. As an incentive to participate, nine communities are serving free breakfast for those who have the grit to take the organizers' message to heart.

Sue Bartone, a University of Massachusetts employee and regional coordinator for the event, believes that with each new rider, another bicycle enthusiast will emerge. "Research shows if people will try commuting for a day, they'll do it" again she said.

When the Union-News caught up to PVPC senior planner Catherine M. Ratte on her 17.5-mile bike commute from Northampton to West Springfield on Monday, Ratte admitted that it's unrealistic to think people will take their bikes to work on a regular basis. After all, this is New England and the weather is uncooperative at least half of the year. Ratte is hopeful that the event will encourage people to do it at least once in a while.

Promoting bicycle use through the development of community bike trails can yield unexpected benefits, advocates say. Planners say that communities that provide friendly environments for bicycle riders are more livable. Bike riding also promotes energy conservation and healthy lifestyles.

Let's face it. Automobile traffic can be frustrating. A new study by the

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Texas Transportation Institute found that the average person spent 36 hours a year sitting in traffic in 1999 compared to two years earlier when the national average was 32 hours.

Those numbers certainly seem to suggest that bicycle commuting is an idea worth recycling.

So when you're putting gasoline in your lawnmower this weekend, why not put some air in your bicycle's tires. Why wait until next year's Bike Week Commute. While the weather is fine, why not just do it?

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Encouraging pedaling commute

Related site: Pioneer Valley Bike Week

By CATHERINE M. SNYDER, Staff Writer

Tuesday, May 15, 2001 -- (NORTHAMPTON) - Organizers of Bike Commute Day are hoping residents wake up a little earlier Wednesday, fill that water bottle, strap those pant cuffs - don't forget the helmet - and climb onto a bicycle for an invigorating ride to work.

They are also hoping the bike-commute habit takes hold for longer than a day, as communities around the Pioneer Valley hold events designed to promote bike use.

In Northampton Wednesday, a free breakfast awaits those who arrive without a trail of motor-vehicle exhaust at the Hampshire County Courthouse lawn at the corner of King and Main streets.

Coffee, baked goods and fresh fruit donated by local businesses will be available from 7 to 10 a.m., with speakers including Mayor Clare Higgins and Rhymes with Orange comic strip artist Hilary B. Price starting at 8 a.m.

As the evening rush begins, there will be a Bike Commute Day Fair at Pulaski Park from 5 to 7 p.m. Attractions include a free bike-safety clinic, a display of antique bikes, commuter bikes and trailers and information about bicycle activism.

At 6:30 p.m., Jami Fisher of the Northampton Cycling Club will lead a group ride, suitable for all riding levels, around the city.

Other events during this week's national Bike Week festivities include free food and prizes for Northampton High School students and faculty who ride to school Friday; and the screenings of two documentaries, "The Scorcher" and "Critical Mass," starting at 7:30 p.m. Thursday at Beyond Words Bookshop.

Jim Desmond, coordinator of Northampton Bike Week, said that more than half of Northampton car trips are 5 miles or fewer in length. In addition, 40 percent of the population lives within one mile of downtown, making Northampton a great biking town. He said

additional bike lanes and bike racks would go a long way to making cycling a practical and safe way to get around.

"Biking is not only good for your health, it reduces air pollution and traffic congestion and as merchants in Hadley along the bike path can tell you, it's a boon to the economy," he said. "People like shopping in a town that's bikable."

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Breakfast is built for bicyclists

Tuesday, May 15, 2001
By BILL ZAJAC

HOLYOKE — Dr. Catherine Spath pedaled her bike to work yesterday, which wasn't all that unusual.

What made this commute different was that breakfast was served to Spath and other two-wheeled commuters as part of Bike Commute Week, a five-day regionwide event encouraging people to pedal to work instead of drive.

Spath, an orthopedic surgeon at Holyoke Hospital, stopped at Highland Hardware and Bike Shop for juice, fruit and a muffin on her several-mile trek to work.

"I commute (by bicycle) whenever I can," said Spath. "If I have a lot of stuff to bring into the office, then I have to take the car. Otherwise I might take my bike."

Spath is no stranger to pedaling to work.

"I did it when I lived in Vermont and I did it when I lived in (Washington) D.C. — until my bike was stolen," Spath said.

Only a few people stopped for breakfast, but event planners were not discouraged.

"This is going to grow as communities learn what it is all about," said Pioneer Valley Planning Commission senior planner Catherine M. Ratte, who stopped for breakfast on her 17.5-mile commute from Northampton to West Springfield.

"This year more communities are involved than last year and several others found out too late to participate, so they will be involved next year," Ratte said.

Greenfield, Turners Falls and Chicopee are participating for the first time

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this year. East Longmeadow and South Hadley are expected to participate next year.

"For a community to be successful with their event, it needs one or more people to promote it and get the word out," said Ratte. "Northampton had six people involved in running their event. More than 200 commuters attended their breakfast. We expect even more people this year."

Last year approximately 1,000 bikers participated in Bike Commute Week.

"It's unrealistic to think people will take their bikes to work on a regular basis. But if this encourages them to do it once in a while, then that's great," Ratte said.

Nine Pioneer Valley communities are participating in Bike Commute Week.

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2-wheelin' urged on commuters

'Bike to Work Week' offers breakfasts

By KEN ROSS

Staff writer

Tired of sitting in traffic? Out of shape? Leave your car at home and bicycle to work.

That's exactly what Sue Bartone of Easthampton decided to do last year. "I tried it and I really liked it," said Bartone, who works at the University of Massachusetts.

Bartone hopes to encourage others to do the same as part of "Bike to Work Week" which begins Monday. "Research shows if people will try bike commuting for a day, they'll do it" long term, said Bartone, regional coordinator of Pioneer Valley Bike Commute Week.

Cycling to work is already popular among some people locally, Bartone said. People who work and live in the same town tend to drive to work less, Bartone said. Many people who work or study at the five colleges in Amherst, Northampton and South Hadley cycle to work.

The second annual event unofficially begins tomorrow with a 125-mile-long ride. Cyclists will begin at 7 a.m. in Westfield outside New Horizons Bicycle Shop, 55 Franklin St.

Then, beginning Monday, free meals for bike commuters will be offered in nine communities.

From 7 to 9 a.m., breakfast will be served for bicyclists in Holyoke at Highland Bike Shop, 917 Hampden St.

On Tuesday, Chicopee will host a free breakfast for cyclists from 7 to 9 a.m. outside City Hall.

On Wednesday, Northampton and Easthampton will offer breakfasts. The one in Northampton will be held from 7 to 10 a.m. at Main and King Streets. Easthampton's breakfast will be held from 7 to 9 a.m. at the Gazebo on Main Street.

Northampton will also host a bike fair from 5 to 7 p.m. at Pulaski Park on Main Street. A bike ride through the city will start at the same location at 6:30 p.m.

On Thursday, breakfast will be served in Hadley, Turner's Falls and Amherst. In Hadley, breakfast is from 7 to 8:30 a.m. at Valley Bicycles Trailside Shop along the Norwottuck Trail.

In Turner's Falls, breakfast will be served from 7:30 to 9:30 a.m. across from Town Hall. Amherst will host a breakfast from 8 to 11 a.m. at UMass adjacent to Campus Pond. A 5-mile-long bike ride will also be held at 5:30 p.m. starting at the same location in Amherst.

On Friday, meals will served in Springfield and Greenfield. Breakfast will be served from 7 to 9 a.m. at two locations in Springfield: the Springfield Civic Center and Breckwood Shops, located at the corner of Breckwood Boulevard and Wilbraham Road. In Greenfield, lunch will be served from 11 a.m. to 1 p.m. at the Greenfield Town Common.

Union-News, Saturday, May 13, 2000

Bike Commute 2000 peddles pedal power

By GEORGE GRAHAM

Staff writer

WEST SPRINGFIELD – The Pioneer Valley Planning Commission is gearing up for a week long celebration of bicycling that features events and rides throughout Western Massachusetts.

The focus of Bike Commute Week 2000 will be to encourage commuters to consider riding their bicycles to work. Alternate modes of transportation such as walking, car-pooling or taking the bus are also being encouraged.

"We want everybody to make the switch," said Catherine M. Ratté, a senior planner for the commission.

The celebration starts today with a 125-mile bike ride starting at 7 a.m. at New Horizon Sports in Westfield. Also, Noble Hospital will host a bike rodeo for children at 10 a.m.

Participating communities will each host a day in which commuters will be encouraged to ride to work.

Holyoke's celebration begins Monday with a free breakfast and live music at Heritage Park.

On Tuesday, bike helmet wearing commuters in Westfield will get a free breakfast at the Farmer's Daughter from 7 to 8:30 a.m. Bike rides are also scheduled.

Northampton and Easthampton will host a free community breakfast and rides on Wednesday. Amherst and Hadley will celebrate Thursday with free community breakfasts and rides.

On Friday, Springfield will host a number and events and demonstrations at Court Square. Also, there will be an historic walking tour starting at the Springfield Armory at 1:30 p.m.

Historic bike tours will take place throughout Western Massachusetts on Saturday.

Call the commission for more information, 781-6045.

Appendices: Corporate Challenge

GEAR UP

For A Successful Bike Commute Program

A Bicycle Commute Program Guide for Pioneer Valley Area Employers

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Introduction

Dear Pioneer Valley Employers,

Thank you for your interest in promoting bicycle commuting at your business. We applaud you for your interest in improving the quality of life in Pioneer Valley. Not only do bicycle commute programs have the potential to alleviate pressing congestion and parking problems, they will also enhance our efforts to make the Pioneer Valley an attractive place to do business.

The Pioneer Valley Planning Commission (PVPC) works to improve the quality of life in the Pioneer Valley by facilitating regional and local planning efforts. We produce the region's Transportation Plan as well as a regional Bicycle/Pedestrian Plan. One objective of the Pioneer Valley Regional Transportation Plan is to encourage bicycle travel for transportation as well as recreational purposes. Furthermore, a goal of the Pioneer Valley Bicycle and Pedestrian Plan is to increase levels of bicycling throughout the Valley. Your efforts are some of our most important tools in accomplishing these goals.

Over the past twenty-five years, bicycling has become an increasingly important mode of transportation in the Pioneer Valley. A bikeway system is being developed throughout the area, and that combines on-road bike lanes and routes with scenic off-road facilities like the Norwottuck Rail/trail from Northampton to Amherst and the Connecticut River Walk in Springfield, Agawam, West Springfield, and Chicopee. The many Pioneer Valley residents who already bicycle to work regularly represent the beginning of a cultural receptiveness to the idea of bicycling in our region. What is more, over 100,000 workers in the Pioneer Valley are currently driving 5 miles or less to get to work. In study after study adults who live 5 miles or less from work say they would try bicycling if their employer encouraged them to do so!

One less car on the road, demanding one less parking space, is significant when put into perspective. The cost of one car parking garage stall is nearly $20,000 while the cost of one bicycle rack space is under $100. With the space crunch already occurring in many area downtowns, even one bicycle at a time can work miracles!

PART 1 BICYCLE COMMUTE PROGRAMS FOR PIONEER VALLEY AREA EMPLOYERS

1: Bicycle Commuting and the Community Oriented Employer

Overview

This handbook is designed for Employee Transportation, Human Resource, or Employee Benefits Coordinators to help with the development and implementation of bicycle commuting programs. Part I provides you, the employer, with information on why and how to get started, along with resource pages detailing where to turn for more information. Part II covers the nuts and bolts of bicycle commuting. You may freely duplicate Part II for employee participants in your bicycle commuting program. One question you might ask is: Why implement a Bicycle Commute Program?

Benefits to Employers

Employee Health

Bicycle commuting enables office workers to fit regular exercise into their busy, but often sedentary, work routines. People who exercise, including those who do it on the way to work, are healthier and more energetic. This translates to employer cost savings: greater productivity, less sick leave time, fewer worker's compensation claims, and lower overall health care costs.

Employee Morale

Employees who arrive at work by bicycle are more alert and relaxed, having exercised during their commute. They avoid the stress of driving through rush-hour congestion and delays, and don't need to worry about finding parking. Bicycle commuters will recognize and appreciate employer support for their transportation and exercise mode.

Reduced Traffic Congestion

Bicycling enhances the transportation system upon which all businesses depend. Increasing the number of trips made by bicycle expands the carrying capacity of our existing infrastructure, and lessens the demand for costly roadway expansions. Cyclists can easily maneuver through and around snarled traffic, covering short distances in equal or less time than car drivers, and arriving at work on time more often.

Zero Pollution

Bicycles are 100% non-polluting since they are powered by people and not fossil fuels. Every trip made by a bike instead of a car reduces the burden of low-level ozone, nitrous oxides, carbon dioxide, soot and noise on our environment and our health. Since short (0-5 miles) car-trips are the most polluting type of trip, encouraging employees who live within five miles of work to commute by bicycle can make a huge difference in everyone's quality of life.

Good Corporate Citizenship

Support for bicycle commuting promotes your company's public image as a community-oriented and environmentally responsible employer. It says to the public that your company is concerned about pollution, traffic congestion, energy use, overall public health, and the well-being of your employees.

Is a Bicycle Commute Program Right for Your Company?

If you can answer "yes" to one or more of the following questions, then promoting bicycle commuting at your business is probably worth the effort. Keep in mind that if an employee bicycle commutes only one day of the work week, they decrease their automobile use by 20%!

- Does your company support innovative ideas that improve employee health, well being, and morale?
- Is your company situated in a bike-friendly land-use environment?
- Is automobile access to your work site congested?
- Are a prescribed or limited number of parking spaces available for your company?
- Do any of your employees currently bicycle for transportation or recreation?
- Are any of your employees interested in a physically fit, active lifestyle?
- Are there people in your company who are concerned about the environment?
- Do you have employees who live within five miles of work?

All types of commuters tend to select their travel mode based on things like travel time, convenience, and the need for trips during the day. For distances of less than five miles, the bicycle is a very practical alternative. Additionally, employees who care about maintaining or improving physical condition, protecting the environment or saving money, or who already bicycle for recreation are often willing to bicycle commute from ten or more miles away.

People who exercise regularly have 14% lower claims against their medical insurance, spend 30% fewer days in the hospital, and have 41% fewer claims greater than $5,000, according to a 1988 Corporate Wellness Study commissioned by the City of San Jose Dept. of Recreation.

> *"Bicycling is one of the best things you can do to keep your heart and lungs in shape, and to attain that feeling of contentment which comes with exercise." Dr. Kenneth Cooper, author of "The Aerobics Program for Total Well-Being."*

Transportation Demand Managers estimate the cost of one car-parking ramp stall at nearly $20,000, while the cost of one bicycle rack space is less than $100.

According to Environmental Marketing: Trend or Fad? published by GSD&M Advertising, "In the future, what a company stands for will be as important as what it sells. Consumers are demanding corporate responsibility on the critical issues of our time. The companies that embrace those consumer challenges will be the winners."

Currently, an auto pollution control device only works after the engine reaches normal operating temperature. A California study estimated that 90% of emissions in a 7-mile auto trip are generated in the first mile. Bicycles are the most efficient short-distance vehicles in the world.

Bicycle Friendly Business: Cooley Dickinson Hospital, Northampton

Cooley Dickinson Hospital conducted an employee commuter survey to discover if a bicycle commute program seemed like a good match for them. With results pointing to an interest on the part of employees in bicycle commuting they set up a program that includes bike parking, lockers and shower facilities. Since participation is not as high as anticipated another survey is in the works to see what might further encourage interest in participating in the program.

Sharon Gazier is coordinating the program and has used incentives like a T-shirt giveaway, in-house memos, and newsletters for some of their promotional activities. They will continue to work with the Route 9 Transportation Association to promote bicycle commuting as one of their alternative commuting options.

2: How to Implement a Bicycle Commute Program

Getting Started

Launching a successful bicycle commute program that's tailored to your business may seem daunting at first, but it is as easy as 1, 2, 3:

1. Appoint an on-site Bicycle Commuting Coordinator

This is the individual responsible for planning and carrying out project goals, and for acting as a liaison between project participants and company administration. Choose a person whose other job responsibilities provide a logical tie-in to employee bicycle commuting promotions, such as your company's human services, community relations, wellness or employee transportation coordinator. It is helpful if this individual is a cyclist, but even more importantly, they should have enthusiasm, autonomy, and time to develop the program.

2. Assess current commuter habits and bicycle commuting potential at your business.

Begin by taking inventory of facilities and programs that already exist at or near your business related to bicycle commuting. Are showers, lockers, changing facilities, and/or bicycle parking already provided on site? Is there already an employee wellness program to which a bicycle commuting component could be added?

Next, conduct an *Employee Transportation Survey*. This will help you learn about your employees' demographics (How far away do they live?) transportation habits and preferences (Who bicycle commutes or would like to try?), and determine what facilities, incentives, or types of education would encourage more employees at your business to bicycle. Why worry about installing showers if your employees tell you that what they really want is more secure bicycle parking?
Methods for survey distribution/collection:

- Distribute at payday, in employee paycheck envelopes or at payroll window.
- Set up a table in the employee lunchroom.
- Post on company website.
- Distribute via company-wide e-mail or newsletter.
- Offer freebies or incentives for completing and returning surveys.

A sample survey is included in this booklet on page 21. Feel free to reprint this survey, or to customize it to suit your needs.

3. Establish a Bicycle Advisory Committee (BAC)

The BAC's purpose is to assist the Bicycle Commuting Coordinator in developing ideas, implementing and evaluating strategies, maximizing participation and sustaining interest in your bicycle commute program. Its mission should be sanctioned by company administration.

Composition of your BAC should be representative of your company, containing cyclists and other interested persons. BAC members can provide one-on-one assistance to novice bicycle commuters by answering their questions, assisting with route finding, even accompanying them on their first bicycle ride to work.

Your BAC can also be a liaison to public entities' issues that affect bicycle access to your company, but are beyond the company's direct control, such as necessary road improvement projects and bike route maintenance.

Identify Bicycle Action Committee Members by:

- Using survey results.
- Soliciting participation in your company newsletter, e-mail or bulletin board.
- Seeking out employees who already bicycle commute.

Publicize Your Activity

Once you've made the decision to launch a bicycle commute program at your business, issue a press release publicizing your intentions. The media loves to cover environmentally friendly or community-oriented business involvement. See page 19 for a sample press release and examples of the media coverage it generated.

Internal publicity matters, too: Let your employees know about your new bicycle commute program and encourage them to participate. Make sure the program, along with a contact name and number, is officially announced on bulletin boards, in newsletters, via e-mail, etc.

Implementation Components

Successful bicycle commute programs are well rounded. They provide participants with education and awareness about bicycle commuting, facilities which will make bicycling more convenient, and incentives and promotional activities. Numerous ideas and suggestions in each of these three areas follow. Choose the ideas that will work for your company, based on your survey results, the recommendations of your Bicycle Advisory Committee and the resources you have available.

Education

Employees may be hesitant to try bicycle commuting because they feel they don't know enough about how to do it. They may need help finding a comfortable bike route to work, or they may want to learn more about buying and maintaining a bike, dressing, carrying gear and navigating traffic effectively. To the novice, bicycle commuting may seem complex and mysterious. In fact, it's as easy as, well, riding a bike! Here are some ways to provide information about bicycle commuting:

Schedule a brown bag workshop series

No doubt, there are seasoned bicycle commuters at your business who would be happy to share their expertise for an hour. Local bike shops might be willing to send an employee to talk about buying or maintaining a bike, and many individuals on the resource list (page 43) are willing to lead workshop sessions as well. Provide door prizes and encourage a sense of camaraderie among regular attendees.

Sponsor an "Effective Cycling" Course

Effective Cycling is a national curriculum that teaches bicyclists how to be safe, predictable and effective roadway users. The core course consists of nine hours of classroom and on-bike instruction, taught by nationally certified instructors. Additional courses are available on bicycle commuting and children's cycling. For where to find Effective Cycling instructors in the Pioneer Valley, see page 17.

Assist new bicycle commuters with route finding

The first thing new bicycle commuters tend to ask for is a map. Maps are available through Rubel BikeMaps and Mapquest listed on page 42, and local bike shops. Recommended bicycle routes are marked on the maps along with other useful information which may include traffic volume, speed limit and roadway width ratings. Work with your Bicycle Action Committee (BAC) to identify and highlight popular cycling routes to your business, and post this map on a bulletin board or information kiosk.

Coordinate a Bike Buddy Program

First, identify a handful of experienced bicycle commuters at your business who would be willing to spend a little time mentoring a novice. Note where they live. Some members of your BAC might also be willing to serve as Bike Buddies. Then advertise that hands-on help is available to new bike commuters if they'd like it. Try and match Bike Buddies with new commuters who live in the same part of town. Their job is to provide new bicycle commuters with information, advice and moral support. They can even offer to meet new commuters before work and accompany them on their first ride.

Provide new bicycle commuters with a handbook

Part II of this booklet can be removed from this handbook, reproduced, and distributed to employees. It may provide the answers to many of their questions.

Potential Brown Bag or Lunch-and-Learn Workshop Topics

- The Basics of Bicycle Commuting
- How to Buy and Fit a Bike
- Introduction to Bicycle Maintenance
- Nutrition for Bicycling
- Bike Safety
- Bicycles and the Law

Locally, there are many knowledgeable individuals willing to help you implement your bicycle commute program. These individuals can answer questions, offer advice, even teach Effective Cycling, classes or lunchtime workshops at your business. See the resource list on page 16 for more information.

More Information

These five great books and five useful web pages provide more detailed information about bicycling. See page 17 for a complete resource list.

Books:

- **Urban Bikers' Tricks and Tips** by Dave Glowacz, Wordspace Press, 1998. 250 pp.
- **Street Smarts: Bicycling's Traffic Survival Guide** by John Allen, Rodale Press, 1988. 39 pp.
- **Effective Cycling** by John Forester, MIT Press, 1992. 344 pp.

- **Anybody's Bike Book: an Original Manual of Bicycle Repairs** by Tom Cuthbertson, 10 Speed Press, 1984.
- **The Essential Bicycle Commuter** by Trudy Bell, McGraw Hill, 1998.

Websites:

- MassBike Pioneer Valley: www.massbike.org/mbpv
- League of American Bicyclists: www.bikeleague.org
- Mapquest An online mapping service for any North American address: www.mapquest.com
- Rubel BikeMaps: www.bikemaps.com
- NESEA (Northeast Sustainable Energy Association) has a map Getting Around Clean and Green in the Pioneer Valley: www.nesea.org
- Pioneer Valley Planning Commission: www.pvpc.org

Provide Facilities

Some of your employees' biggest concerns about bicycle commuting can be addressed by providing a few simple amenities and services. Bicycle commuters may need a place to freshen up or change before work, and a place to store clothes. They need to know their bicycles will be secure and protected while they work. Some may worry about getting "stuck" due to flat tires, foul weather, or family emergencies. Others may not be bicycle commuting simply for lack of a bike. Here are a few common concerns and potential solutions:

Concern:

Parking

Knowing that their bicycles are safely parked and protected from the elements during work hours is of utmost importance to bicycle commuters.

Some Solutions:

Invest in bicycle lockers

These provide complete security as well as protection from the elements. At $600-$1,000 per 2-bike unit, these may seem like a big investment, but they are still cheap compared to the cost of subsidizing employee car parking. Employees may be willing to rent them if the fee is proportionately less than what the would pay for a car parking space.

Install high-quality bike racks

These are by far the most common types of bicycle parking devices. Visually, the sight of a bike rack outside a building instantly promotes a community friendly image. If you want to see your racks in use, however, it is important to keep a few things in mind:

- **Location:**

  Choose well-frequented areas that are easily observed in several directions. Consolidate bicycle parking into one or two major areas. Racks that are scattered, remote, or hidden out back by the dumpster will greatly increase the chance of bike theft. Place racks as close to employee entrances and the shower/locker area as possible since cyclists will usually be carrying clothing and equipment with them. Make sure the area is well lit if it is likely to be used outside of daylight hours. Poorly located racks tend not to get used, as they are hard to find, inconvenient, and pose a greater danger of crime.

- **Protection from the elements:**

  Bicyclists have often spent hundreds, if not thousands, of dollars on their bicycles.They will be more likely to bike commute if they know their vehicles will not be exposed to harsh sun or sudden down pours. Cover can be provided by an existing overhang or by constructing a simple shelter. If your company has its own parking ramp, consider converting a stall near the entrance to a space for multiple bikes.

- **Design:**

  There are many different types of bicycle racks on the market. Some are better than others. When shopping for a bicycle rack, make sure it is durable and difficult to damage or dismember. It should support the bicycle by the frame rather than the wheel, and it should accommodate the popular U-style bike locks. Avoid picket fence-style racks. Make sure the rack is securely anchored, and placed in an area that will not get muddy.

Allow employees to bring their bikes into the building

For many cyclists, indoor storage is the ultimate in security and convenience. Is there a locking storage closet or spare office available in your building? What about allowing employees to keep their bikes in their own offices, by their desks, or in a nearby, low-traffic hallway?

The Pioneer Valley Planning Commission has design guidelines for bicycle parking racks and where to locate them. For detailed information, contact Jeff McCollough at 413/781-6045.

See page 18 for a list of vendors whose racks meet PVPC guidelines.
1 in 60 workers nationwide already bicycle commutes. But according to a 1990 Harris poll, the proportion of bicycle commuters could rise to 1 in 5 if better facilities were provided.

Concern:

Arriving at work hot and sweaty

Like all commuters, bicyclists want to be clean and refreshed at the start of the day.

Some Solutions:

Install shower and changing facilities

Adequate facilities can be retrofitted into most buildings at modest cost. Homeowners have been doing so in their basements for years. We're not talking about a state-of-the art gym, here, just a shower stall or two. Employees who jog or work out at lunchtime will also praise you.

Make arrangements with a local health club or neighboring business to allow your employees to use their showers

If installing your own doesn't seem possible or cost effective, where else in the neighborhood might there be showers that your employees could use? Perhaps you could subsidize the cost of a "shower pass" at a nearby health club for employees who pledge to bike on a regular basis.

Allow use of rest rooms for freshening up

What many potential bicycle commuters don't realize is that a shower is not always necessary. In the early morning hours when commuting typically occurs, the air is cool, and sweat evaporates. A quick sponge bath may be all that is necessary to feel clean and refreshed.

Concern:

Meeting employee dress code

While some commuters (usually those who don't have far to travel) won't hesitate to hop on their bikes in suits and ties, business clothes and bike clothes are not always one and the same. Many potential bicycle commuters cite the need for professional attire at the workplace as an obstacle.

Some Solutions:

Provide a place for bicycle commuters to keep a week's worth of clothes

Alternatives include spare closet areas, empty offices, standing wardrobes or lockers, or hooks on the back of the employee's office door.

Relax your company's dress code one day per week

Many companies have a casual Fridays policy; a day when they could simultaneously promote bicycle commuting.

Concern:

Flat tires, foul weather, family emergencies

In reality, flat tires are extremely rare, and it does not rain nearly as often as people believe. It may be important, however, to provide bicycle commuters with peace of mind.

Some Solutions:

Maintain a "tube library"

Stocked with replacement tubes for road and mountain bike tires, patch kits, tire irons, and a pump.

Offer a "Guaranteed Ride Home" program

In the event of mechanical failure, bad weather, or an emergency at home, bicycle commuters may be given a ride, borrow a company car, or get their cab fare reimbursed.

Concern:

But I haven't even got a bike!

Some Solutions:

Purchase some loaner bikes

For employees to borrow, or arrange with a local bicycle shop for long-term rentals. That way, employees can get a feel for bicycle commuting before making a financial investment. If employees commit to bicycle commuting on a regular basis, they may buy their "loaner" from the company at a discount.

Examples of Bicycle Friendly Business in the Pioneer Valley

University of Massachusetts, Amherst

The University of Massachusetts' "Bicycle Commuter Program" is in its formative stages. They are in the process of obtaining showers and locker rooms at three different sites on the campus. The use of these facilities will be made available free of charge to those employees who would choose to bike to work. Bike racks are to be located outside the buildings as well. With a large number of employees such as the University has, providing such facilities is a practical matter.

"It's hard to change habits in the short run," One employee points out. "In order to truly change behavior, we need to support these efforts on a longer-term basis."

Cooley Dickinson Hospital, Northampton

Commuters who work at the Cooley Dickinson Hospital in Northampton have the opportunity this year of taking part in a new bicycle commuting program. The hospital has made bike parking facilities available, set aside lockers, and made showers available. However, employee participation is taking a while to build.

In an effort to disseminate more information and overcome some of the psychological barriers to bicycle commuting, the hospital may continue to promote bicycling through in-house memos and seminars about bicycling.

Incentives and promotional activities

A successful bicycle commuting program has the commitment of the top management and is promoted on a regular basis. By backing up their endorsement with financial or other incentives, employers can demonstrate that their commitment is sincere, and that they regard bicycling as a legitimate and professionally acceptable mode of transportation.

There are many ways of promoting bicycle commuting at your business. Consider the following list to be a springboard, and let your imagination run wild!

Giveaways

Offer a free "starter kit" to bicycle commute program recruits. Include such items as a patch kit, reflective stickers, water bottle, bike map, and a copy of the *Bicycle Commuter's Handbook*.

- Hold monthly prize drawings for program participants, perhaps in conjunction with brown-bag workshops.
- Have t-shirts made featuring your company logo and a bike-friendly design or slogan. Then give these away to bicycle action committee members, or bicycle commute program participants.
- Offer free or subsidized tune-ups at a local bicycle shop.

Special Events

- Participate in the Pioneer Valley Bike Commute Week event held the third week of May. Appoint a worksite coordinator to handle registration. Offer free food, prizes, or on-site bicycle adjustments to employees who participate.
- Implement a commuter challenge contest with other area businesses.
- Hold a "Pedal with the CEO" day.
- Stage a bike rodeo for employee's children.
- Sponsor recreational rides and fitness races.
- Subsidize an Effective Cycling class.

Acknowledgements

- Recognize bicycle commuters in your company newsletter or on a bulletin board display.
- Give awards to "dedicated bicycle commuters" who ride more than 50% of the workdays in a specified period.

Other Programs and Incentives

- Provide discounts or subsidies on the purchase of bicycles, helmets, or other commuting equipment.
- Provide financing or payroll deduction for bicycle purchases.
- Offer cash back to cyclists who agree not to use employee parking spaces.
- Provide travel reimbursement (.10/mile) to bicyclists.
- Allow employees to earn .25 hour vacation time per day of bicycle commuting.
- Offer flextime or a fifteen-minute grace period for bicycle commuters.

Pioneer Valley Bike Commute Week

Bike Commute Week takes place the third week in May. A high-profile celebration of bicycling, it is a great way to get first-timers to give bicycle commuting a try. This year's event is planned for **May 13-19**. Anyone who bikes to work and registers receives a free map or T-shirt, and is eligible to win prizes. For more information, contact the Bike Commute Week coordinator at (413)781-6045.

Bicycle Friendly Community: Town of Amherst

The Town of Amherst is supporting bicycle commuting as part of its overall alternative and intermodal transportation program. They are working to cut down on single occupancy vehicle use by employees. This year, they focused on improving their bicycle parking facilities by installing bicycle racks at all town buildings, and by marking bicycle lanes where practicable. Niels LaCour from the Amherst Planning Department works with the Public Transportation Committee to decide on and implement bicycle commuting promotions in Amherst. He can be reached at 413-256-4040.

3. Program Maintenance

Maintaining Employee Interest in Bicycle Commuting

If you determine what it might take to get your employees to commute by bicycle, install the necessary facilities, distribute information on bicycle commuting, sponsor incentive programs and stage promotional events, then you will have gotten your bicycle commute program off to a great start. However, your work is not quite finished. How will you maintain employee interest in bicycle commuting? How will you monitor progress? Here are a few final suggestions:

- Publish program updates on a regular basis in company publications.
- Continue to meet with your Bicycle Action Committee on a regular basis.
- Stay in contact with new bicycle commuters. A published interview or commuter profile could be an interesting way to draw attention to the program.
- Conduct a follow-up survey at the conclusion of the bicycling season (fall) to measure the success of the program and obtain feedback for improvement.
- Recognize successful commuters with awards.
- Take part in or help organize a local *Corporate Challenge* event where participants from area businesses compete to score highest bicycle commute miles ridden (see page).

The preceding section summarizes the steps needed to create a bicycle commute program at your company that can be tailored to your organization. Follow this guide to create a customized plan to meet the unique needs of your workplace. Next is a section for organizing a bicycle commute program with examples of local companies that have already done so. The last section is a manual that can be reprinted for employees with useful information. There are further tips on safe riding, choosing and maintaining a bicycle, and facilities needed for bikes and riders. Finally, there are lists of lots of resources to help start a program and keep it going!

APPENDICES

Resources for Employers

Appendix A: Pioneer Valley Bike Commute Week Project Summary

Overview

PVPC Bike Commute 2001 is a Transportation Demand Management-driven project to improve air quality in the region by making it easier for people to ride their bicycles. It will be the second such annual event.

Goal

The long term goal of the project is to improve air quality in the region by reducing vehicle miles traveled (VMT) of the 37.5% of the population (105,896 people) who commute for less than 15 minutes by 5%. This would remove over 5,000 motor vehicles from the road. A short-term goal is to change the commuting behavior of 10% of the target population (or approximately 10,000 people) during the May 14-20, 2000 bicycle commute week.

Recognizing that not everyone can commute by bike—we are encouraging all alternative forms of transportation—walking, taking the bus, carpooling, and eliminating trips.

This project has three components:

1. Coordination of a Bike Commute week, May 13-19, 2001—expanded this year to 10 communities: Amherst, Chicopee, Easthampton, Greenfield, Hadley, Holyoke, Northampton, Southampton, Springfield, and Westfield.

2. Promotion and development of Bike Infrastructure at: a) targeted municipalities—"A lane, a rack and a sign in every community by May 2001!" and b) employers—initial training on 3/1/00 and afterwards on how to establish an employer-based alternative commute program and follow up technical assistance. Sample surveys to help determine the interest, skill level, and satisfaction of employees is included in

3. Sustainability = "Do the MATH…don't drive alone" public information and outreach campaign—designed to assure ongoing Bike and other Alternative Transportation via the creation and publicity of an "alternative commute-prevent air pollution" program, in which all residents will be encouraged to participate.

Expected air quality benefits

Traffic congestion will be reduced, especially during peak hours and during the summer, ozone alert, days. Bicycle commuters tend to have the same destinations and work hours as other commuters. Thus they are primarily traveling at peak traffic congestion times, the morning and evening rush hour. Bicycles take up far less space on the roadway than do cars. On roads with wide lanes, where the bicycle and motor vehicle can share the lane, bicycles take no space at all away from motor vehicles. In effect the capacity of the road is increased at least by the number of bicyclists present. Further, because of the versatility of the bicycle, bicyclists may choose to take alternative routes using paths and trails which would remove them from the roadway all together.

Air quality will be improved.

Bicycles are non-polluting. For every person who chooses to bicycle instead of drive a car, the air quality is improved by the amount of pollution that car would have put into the atmosphere. 90% of the emissions a car produces are emitted during start up when the engine is cold. Since almost half of all travel trips are three miles or less, perfect distances to bicycle, many of these most polluting short trips could be eliminated.

The number of trips and trip distances made by single-occupancy vehicles will be reduced.

As travelers become more accustomed to using their bicycles for transportation, the number of motor vehicle trips taken will decrease in favor of the bicycle. Also trip distance will decrease as travelers consolidate trips and choose closer destinations to facilitate using bicycles.

Single occupancy motor vehicle trips will be reduced

Most motor vehicle trips are made by people driving alone. As people become more confident in their ability to bicycle, they will choose to use their bicycles for many of the trips that they would otherwise take alone by car. The bicycle provides a similar level of transportation flexibility and mobility as personal motor vehicles. With a bicycle, trips can be made at the times desired without concern for bus or carpool schedules. Plans can easily be changed at the last minute, and routine errands can easily be accommodated.

High occupancy modes of travel, such as ride-sharing and public transit, will be encouraged.

This proposal includes collaborating with existing alternative mode organizations, the Pioneer Valley Transit Authority (PVTA), Caravan, the Commonwealth's commuter ride-sharing service and with the North East Sustainable Energy Association (NESEA) to educate residents about alternative modes and encourage multi-modalism.

Appendix B: Pioneer Valley Bicycle Commute Project Case Studies

Cooley Dickinson Hospital

Location: 707 S. Mills Street
Number of Employees: 900
Site Coordinator: Sharon Gazier, Vice President of Human Resources

Background:

Cooley Dickinson serves several patients in the communities surrounding Northampton. As part of a larger hospital system, they specialize in cardiology, neurology and emergency services. The site is staffed around the clock.

Related Programs/Philosophy:

Cooley Dickinson promotes and supports employee wellness by offering yoga and aerobics classes, and a working-on-wellness program that provides incentives for those who are active and practice a healthy lifestyle. They also believe in the importance of alternative transportation to lessen traffic, pollution and parking needs.

Special Considerations:

Round-the-clock staffing, staggered shifts, and irregular employee schedules provide some unique conditions for bicycle commuting promotions. On-site education and promotional activities such as lunchtime workshops are difficult to schedule, and some employees are concerned about bicycling at night. Parking isn't a big factor in motivating employees to find alternatives because parking spaces are plentiful. There are showers, and changing facilities on-site.

Project Activities:

- Purchase and placement of bicycle racks, and bicycle promotions.
- Installed new bicycle racks.
- Distributed information via employee newsletter and memos.
- Participated in citywide Bike to Work Week events.

Program Results:

A pre-project survey was done that indicated interest in bicycle commuting. A post-project survey has not yet been done. Even though turnout was lower than expected, Cooley Dickinson plans to continue promoting bicycle commuting via incentives, updates, and Bike to Work Week activities.

Advice to other businesses interested in starting a bicycle commute program:

> *"Don't give up! It takes a long time for people to change - but eventually, they see the personal value and fun." Jeanne Dosch of, St. Mary's Hospital, Madison, Wisconsin*

Massachusetts Mutual Insurance Company (MassMutual)

Location: 1295 State Street, Springfield
Number of Employees: 3500
Site Coordinator: Julie Miller, Director of Fitness Center

Background:

Established in 1851, MassMutual and its subsidiaries have nearly $200 billion in assets under management. The company is a provider of life insurance, annuities, disability income insurance, retirement planning

products, money management, and financial security products for individuals and small business owners, as well as for corporate and institutional markets.

Related Programs/Philosophy:

MassMutual offers their employees membership in a company health and fitness center. They are concerned with the quality of life in the region. As a proactive, downtown-based business, MassMutual is interested in promoting bicycle commuting because of its benefits to the whole community.

Special Considerations:

Employees at MassMutual are expected to adhere to a professional dress code. This is frequently cited as a drawback to bicycle commuting if showers are not available. To use the locker and shower facilities an employee must buy a membership to the fitness center. Unlike most downtown businesses, parking costs and availability weren't a major incentive for employees to bicycle to work because there are currently adequate parking spaces. MassMutual supports biking to work although they do not have a formal program. They are interested in taking part in the Corporate Challenge segment of Bike to Work Week 2001.

Program Results:

MassMutual does not have a formal program, however they plan to continue supporting current bicycle commuters, and are willing to provide support and education, and organizing future activities.

Advice to other businesses interested in starting a bicycle commute program:

> *"It's hard to change habits in the short run. In order to truly change behavior, we [employers] need to support these efforts on a longer term basis. It is also helpful if there is an incentive for employees to participate in the program." Louise Fosdick, Home Savings Bank, Madison, Wisconsin*

Springfield Technical Community College (STCC)

Location: 1 Armory Square, Springfield
Number of Employees: 450 approximately
Site Coordinator: Roger Bessette, Dean of Students

Background:
STCC is a two-year college set in the historic site of the former Springfield Armory in downtown Springfield. Their educational focus is on technology, liberal arts, and health sciences The site is the focus for on-going commuter project activities.

Related Programs/Philosophy:

STCC began its bicycle commuting program in the summer of 2000. They installed a bicycle rack near the front gate by Campus Security. They are also combining bicycle commuting with a rideshare and carpooling program.

Special Considerations:

Many employees live some distance away, making commuting by bike less attractive. They would like to try a drop-off and pick-up plan. The cost and difficulty of finding parking may be the major incentives for current bicycle commuters. One advantage for STCC employees who bicycle to work is the availability of on-site showers and changing facilities.

This year the college has its largest enrollment ever placing an added burden on parking. There is concern that students with disabilities are unable to park conveniently. Parking is most constrained during the day. An extra lot was added, but this has not kept up with the demand of 8,000 students, many of them commuting in single occupancy vehicles.

Project Activities:

- Appointed an avid bicycle commuter as site coordinator.
- Used newsletters and the internal electronic communications network to reach employees regarding program activities.
- Participated in citywide Bike to Work Week and a Bicycle Commute workshop held by PVPC in February 2000.
- Would like to hold an internal commuter challenge with prize incentives.

Program Results:

The college has the lowest number of employees in the summer when weather for bike commuting is good. They have installed bike racks at the main gate, plus provided access to showers and lockers. STCC intends to continue promoting bicycling to work by continuing to send messages to employees by email and hardcopy. They hope to expand the program to include students in the future. They are looking to use further incentive programs which may include the corporate bicycle commute challenge and Bike-To-Work Week 2001. They are looking at using ridesharing and vanpools in conjunction with bike commuting.

Advice to other businesses interested in starting a bicycle commute program:

> "You need to get a person [site coordinator] who is excited about bicycling to work. People will want *to do things if they see others having fun at it."* Janice Poehlman

University of Massachusetts, Amherst

Location: Massachusetts Avenue, Amherst
Number of Employees: 4945 full-time, 3139 part-time
Site Coordinator: Rob Hendry, Director of the Rideshare Program

Background:

The University of Massachusetts at Amherst is the flagship of a 5-campus system. It is the largest employer in the region. Student enrollment hovers at the 30,000 mark.

Related programs/philosophy:
The University strongly supports alternatives to single occupancy vehicle commuting and provides incentives for using alternative transportation, such as free bus fare, its own transit system, and a prospective ride share program.

Special Considerations:

The high cost of parking and scarcity of spaces are the main incentives for University (UMass) employees to utilize alternative transportation. Eleven thousand cars enter the campus each day. Limited parking is available at a rate of $40-$505 or more per year. This alone is a significant motivator for employees to seek alternatives to driving to work alone. Fortunately, UMass has bicycle racks, showers and locker rooms available - all of these a big bonus and incentive to a bicycle commuter. UMass is planning to make the information and programs available to students as well as employees.

Project Activities:

- Participated in area-wide Bike to Work Week events.
- Installed bike racks close to shower and locker facilities at three sites on campus..
- Promoting a website to post information about the Bicycle Commuting Program and rideshare program.

Program Results:

The Bicycle Commuter Program is just getting started, and there has already been a lot of interest generated. The three shower and locker facilities are well sited at key points on the sprawling campus.

Appendix C: Resources for Employers, Groups and Individuals

If you are looking for specific information or assistance with your bicycle commute program, one of the following individuals or organizations may be able to help you.

- Josh Lehman, State Bicycle/ Pedestrian Coordinator
  Massachusetts Highway Department
  10 Park Plaza, Room 4150
  Boston, MA 02116
  617/973-7329

- Jeff McCollough, Senior Transportation Planner
  Pioneer Valley Planning Commission
  26 Central Street
  West Springfield, MA 01089
  413/781-6045

- Catherine Ratte, Land Use and Environment Section Co-Manager
  Pioneer Valley Planning Commission
  26 Central Street
  West Springfield, MA 01089
  413/781-6045

- Kerisa Perazella
  Springfield Planning Department
  36 Court Street, Room 315
  Springfield, MA 01103
  413/787-6020

- Cynthia Williams
  210 Main Street
  Northampton, MA 01060
  413/587-1266

- Niels LaCour, Planner
  70 Boltwood Walk
  Amherst, MA 01002
  413/256-4040

- Rob Hendry
  Rideshare Program
  C/o University Parking Services
  Lot 25 Trailer
  University of Massachusetts
  Amherst, MA 01003
  413/545-0056

- League of American Bicyclists,
  1612 K Street NW, Suite 401, Washington, DC 20006-2802; 202/822-1333
  bikeleague@bikeleague.org

- Northeast Sustainable Energy Association,
  50 Miles Street, Greenfield, MA 01301; 413/774-6051. (Map) www.nesea.org

Web Pages

If you want to encourage your employees to bike, there are many resources on the web to help you. Following is a sample of bicycling resources found on the web:

- Pioneer Valley Planning Commission is already planning for Bike Week 2001! You can get updates and information at www.pvpc.org
- MassBike/Pioneer Valley at www.massbike.org/groups/mbpv/
- League of American Bicyclists is a national organization which has information to help you start a bike commute program: www.bikeleague.org
- Mapquest: an online mapping service for any North American address: www.mapquest.com
- Rubel BikeMaps, PO Box 401035, Cambridge, MA 02140 608/266-6265 www.bikemaps.com

Books

If you want to learn more about bicycle commuting, refer to some of the books listed below. Check your favorite bookstore and public library for more titles.

- **A Woman's Guide to Cycling** by Susan Weaver
- **Anybody's Bike Book**, by Tom Cuthbertson, Ten Speed Press, 1998.
- **Bicycle Commuting Made Easy** from Bicycling Magazine, 1992. This book covers riding in traffic, eating right, and commuting in icky weather.
- Bicycling Magazine's Basic Maintenance and Repair, by the editors of Bicycling Magazine, 1990.
- **Effective Cycling**, by John Forester, MIT Press, 1992. Excellent detailed discussion of many aspects of bicycling and bike maintenance.
- **The Essential Bicycle Commuter**, by Trudy Bell, McGraw hill, 1998. A complete guide to pedaling to work and shopping.
- **Roadside Bicycle Repairs**, written and published by Rob Van der Plaas, 1996.
- **Sloane's New Bicycle Maintenance Manual** by Eugene A. Sloane, Simon and Schuster, 1991.
- **Street Smarts – Bicycling's Traffic Survival Guide**, by John Allen, Rodale Press, 1988. Available from Rodale Press. Good introduction to effective cycling techniques.
- **Urban Bikers' Tricks and Tips**, by Dave Glowacz, Wordspace Press, 1998. A wonderful, funny, and very informative book on how to get around in a city.

Effective Cycling

A great way to get your employees more interested in bicycling is to sponsor a class to help them feel more comfortable and safe on the road. Effective Cycling is one such class. The instructors are certified by the League of American Bicyclists. Many classes are scheduled throughout the region during the biking season, or a class can be arranged at your worksite. The Massachusetts Federation of Bicycling (MassBike) has information and lists instructors for the region contact:

- MassBike/Pioneer Valley at www.massbike.org/groups/mbpv/
- Bicycle mechanics classes are held at:
  Valley Bicycles, Ltd.
  319 Main Street
  Amherst, MA 01002
  413/256-0880

Bicycle Parking Equipment

Nothing says, "Welcome!" to a bicyclist like a well-placed and well-designed rack. Make sure your employees know their bikes are just as welcome on company grounds as their cars are. Call the pedestrian-bicycle coordinator at PVPC 413/781-6045 for information about the pros and cons of various racks.

- **American Bicycle Security Co.**, P.O. Box 7359, Ventura, CA 93006. 800/245-3723; 805/933-3688. www.ameribike.com Viper Rack 1000 (inverted-U) Bike Shell(lockers)

- **BikeLid Systems LLC**, 322 West 57th Street, Suite 49S, New York, NY 10019 212/245-6623, www.bikelid.com Bike rack covered with a lid.

- **BikeUp**, 6 Antares Drive, Phase II, unit #10B, Nepean, Ontario, US Office in Syracuse, NY. Phone: 613/ 226-6452, www.bikeup.com Vertical racks for bike rooms.

- **College Park Area Bicycle Coalition.,** P.O. Box 1035, College Park, MD 20740. (301) 441-2740 (Inverted U)

- **Cycle safe Inc.**, 478 Arrowhead, SE, Grand Rapids, MI 49546. 616/538-0079. www.cyclesafe.com Toast Rack (inverted -U), Cycle Safe (lockers).

- **Creative Pipe**, 2632 SW Sherwood Dr. Portland, OR 97201 (800)644-8467, (503)223-6503, (503)223-6378(f), www.creativepipe.com

- **Dero Racks Corp**, Suite 21429, Washington Ave. S., Minneapolis, MN 55454-1000, (888)337-6729, (612)359-0689, (612)339-9405(f), dero@dero.comwww.dero.com

- **Graber**, 5253 Verona Rd., Madison, WI 53711, (800)783-7257, (608)274-6550, (608)274-1702(f)

- **Madrax**, 2210 Pinehurst Dr., Middleton, WI 53562, (800)448-7931, (608)831-9040, (608)831-7623(f), www.madrax.com

Appendix D: Sample Press Release and Press Coverage

FOR IMMEDIATE RELEASE
February 22, 2000

For More Information
Contact:
Catherine Ratte
(413) 781-6045, ext. 311

Pioneer Valley Businesses Encourage Employees to Commute by Bike

Several Pioneer Valley businesses are participating in programs to encourage their employees to bicycle to work. By supporting bicycle commuting, Cooley Dickinson Hospital, Springfield Technical Community College, the University of Massachusetts and Massachusetts Mutual Life Insurance are helping to reduce automobile congestion and improve air quality. The Alternate Commute program is a two-year long effort of the Pioneer Valley Planning Commission (PVPC) a regional planning agency based in West Springfield.

The PVPC is working with employers to assess employee commute habits, provide informational workshops on bicycle commuting, find safe and enjoyable routes to work, and support employees with bicycle facilities and incentives. These businesses are providing the framework and experience for publishing a Bicycle Commuter Handbook. The handbook will be available to any business or organization interested in starting an employee bicycle commute program.

Because we realize that people cannot use alternative modes of transportation without support, we are reaching out to innovative and community-minded employers, such as you, to develop employer-based alternative commute programs.

Setting up an employer-based alternative commute program can be amazingly easy.

- We have funds from the state highway department to help you get a program up and running.
- We have staff and volunteers who have been researching best practices of employer-based alternative commute programs from around the country.
- We are compiling the best practices from these model programs into an easy to follow "How to establish an employer-based alternative commute program" workbook.

Your participation in this effort is part of a regional campaign to improve air quality. The Pioneer Valley Planning Commission (PVPC) is working with a number of concerned community-based groups to plan the region's first annual bike commute week for the week of May 14-21, 2000. We are also launching a huge media blitz during the summer—when ozone alert days bring the region's severe air pollution problems to most people's attention.

Help us pitch our campaign theme: Do the MATH-don't drive alone. MATH stands for: save Money, improve Air quality, save Time, and get Healthy. Research shows that committed communities can achieve a 20% reduction in car use, simply by making people aware of how and when they use their cars.

As mentioned, PVPC collaborated with a number of wonderful organizations to host the region's first annual Bike Commute Week in May 2000, (the 14th to the 21st). In addition to wanting to work with you to help you establish on-site alternative commute programs, we are hoping you will volunteer your company to help us have a successful regional bike commute event.

We are looking for employers willing to do any or all of the following:

- host a table for bike commuters during bike to work week,
- serve as a sponsor of bike commute week—by donating money and/or prizes,
- encourage your employees to bike commute during the week,
- join the Corporate Challenge,
- lend your good name to our publicity efforts.

In today's competitive business environment, with regional unemployment at an all-time low, non-traditional employee benefits are becoming increasingly important. Quality of life—both at home and at work, matters more and more. Research shows that employers who offer their employees alternative commute options, encouraging bicycling, walking, using transit and carpooling to work, have significantly higher rates of employee satisfaction than businesses who do not. People who bike to work arrive much more relaxed and energized than those who sit in a sealed-up automobile in traffic.

In addition, the whole community benefits from alternative commute programs in the form of easier travel on streets and highways, environmental benefits, improved overall quality of life, and economic development benefits.

We look forward to working with you on this important regional effort to improve air quality in the Pioneer Valley. Please feel free to call me if you have any questions. I am eager to meet you on March 1, 2000 and I am grateful for your interest.

End -

Appendix E: Sample Pre - and Post-project Surveys

PVPC Bicycle Commute Project Preliminary Employee Commuter Survey

Purpose: To assess current commuter habits, and to identify obstacles to and incentives for increased bicycle commuting.

Name: _____ Gender: M F

What is your zip code? _____ Age:_____ years

What is your primary method of getting to work?

- Car (drive alone)
- Carpool/vanpool
- Bus
- Motorcycle/moped
- Bicycle
- Walk
- Other _____

What are the main reasons for selecting your primary method of transportation to work?

Other methods of getting to work which you use on a regular basis:

- Car (drive alone) _____ days/month
- Bus _____ days/month
- Bicycle _____ days/month
- Carpool/vanpool _____ days/month
- Motorcycle/moped _____ days/month
- Walk _____ days/month
- Other _____ days/month

How many miles do you travel to/from work and home (one way)?

- Less than one mile
- 1-3 miles
- 4-6 miles
- 7-10 miles
- 11-20 miles
- Over 20 miles

How many minutes does it take you to get to work from home (one way)?

- Under 10 minutes
- 11-15 minutes
- 16-20 minutes
- 21-30 minutes
- 31-45 minutes
- 46-60 minutes
- More than 60 minutes

Do you own a bicycle? Yes No

Do you bike for recreation or competition? Yes No

Do you wear a helmet? Yes No

Have you ever tried bicycling to work? Yes No

If yes, how many times have you bicycled to work in the past year:
_____ times per week _____ times per month _____times per year

If no, what prevents you from bicycling to work?
use car for business related meetings; _____ days per week
drop off/pick up children at child care; _____ days per week
personal errands to/from work; _____ days per week
other reasons (please list)
_____

What would encourage you to bicycle to work more often? (1 = most important, 5 = least important)

secure bicycle parking at work	1	2	3	4	5
showers at work	1	2	3	4	5
availability of clothes lockers	1	2	3	4	5
friendly bike routes/lanes to work	1	2	3	4	5
emergency transportation option	1	2	3	4	5
class on bicycle safety	1	2	3	4	5
class on bicycle maintenance	1	2	3	4	5
someone to ride with	1	2	3	4	5
other (please list below)	1	2	3	4	5

Would you consider participating in a bicycle commute program? Yes No
Would you like to participate in a bicycle commute action committee? Yes No

Thank you for taking the time to complete this survey. Please use the space below to provide us with any other comments or suggestions you might have about promoting increased bicycle commuting within this business.

PVPC Bicycle Commute Project Final Employee Commuter Survey

The purpose of this survey is to estimate the potential increase in the number of bicycle commuters and awareness of bicycle commuting as a result of educational and promotional efforts.

Name: _____ Gender: M F

What is your home community? _____ Mileage (one way) to work? _____

Have you been aware of the bicycle commuting promotional activities conducted by your business?
Yes No

If yes, then which ones (please check):
Bike To Work Week (May 23-29)
Group Commute Rides
Brown Bag Seminars Series on Bicycling
Bicycle Commute Challenge (Sept/Oct)
Other (please list) _____

Did you complete an employee commuter survey this spring? Yes No

Do you own a bicycle? Yes No

If yes, then please answer the following set of questions. If no, skip the following questions.

Do you wear a helmet? Yes No

Do you bike for recreation or competition? Yes No

Have you ever tried bicycling to work? Yes No

If so, when did you first commute by bicycle to work?

What made you decide to try? (list reasons)

Other Comments?

PART II BICYCLE COMMUTER'S HANDBOOK

(Please photocopy and distribute to your employees!)

Acknowledgements

Brought to you by:
Pioneer Valley Planning Commission
Alternate Commute Program
Rails to Trails
Your employer

1: Why Bicycle Commute?

Introduction

Congratulations on your decision to try bicycling to work! Chances are you have received this booklet because your employer has decided to promote bicycle commuting as a transportation option. That means your employer cares about your health and the health of the community. Whether you plan on bicycle commuting every day, a couple of times a week, or only occasionally, you'll be doing your part to cut down on congestion and make the Pioneer Valley a better place to live and work. And there are plenty of benefits to you, as well!

Bicycling's Benefits:

Improve Health and Fitness

Like any form of regular, aerobic exercise, bicycling improves personal fitness, enhances energy levels, reduces stress, and stimulates the immune system. Bicycle commuting is a great way to build regular exercise into a busy, but often sedentary, work routine. Bicycling is a moderate, low impact exercise which can be continued throughout life.

Save Money

Add up what you spend driving to work every day. Bicycle commuting saves you parking fees, fuel costs, and maintenance costs. Don't forget that the largest costs of automobile ownership are paid up front: insurance and car payments. Insurance premiums usually are lower when you do not use your car for commuting to work. You might be able to save as much as 25 percent of your income if you can replace a second car with a bicycle. A new bicycle would pay for itself in a few months.

Avoid Congestion

Ever find yourself sitting in traffic, wishing you were somewhere else? On a bicycle, you can travel on secondary roads and paths, often arriving in less time than if you'd driven through rush-hour traffic! And you can usually park your bicycle quickly and close to your destination.

In terms of years of life gained versus lost, the health benefits of cycling outweigh the crash risk by a ratio of more than ten-to-one, according to Mayer Hillman's *Cycling,: Towards Health and Safety*.
No Bike? Try renting one! (See Part II, Section7)

Some Tips for Getting Started

The following pages will provide you with lots of valuable information about bicycle commuting. You'll learn how to fit, equip, park and lock your bicycle, what to wear, and how to find a route and get to work safely using effective cycling techniques. For those already addicted to fair-weather bicycling, information on bicycling at night and in inclement weather is also included. First, though, a few general tips to get you started:

Check out your bike and yourself, especially if you haven't bicycled in a while

Take it slow at first if you're not used to moderate exercise. Look over your bike for loose or broken parts, and make sure there's enough air in the tires (see page 27 for more about bike maintenance).

Take a few shakedown rides to get used to your bike and riding in traffic

Do this at a time when you are not in a hurry so you can stop if you need to, or check out different routes (more on biking in traffic, page 33).

Choose your route carefully

The best way to get someplace by bicycle may not be the way you normally drive. Get a bicycle map (see page 17 *Websites*) to help you find recommended routes. Try a few different routes to see how they compare (more about route finding on page 32).

Figure out where you'll park

Find out from your employer ahead of time if there are bicycle parking facilities on the premises, or look around to find your best parking options (read Parking and Locking Basics on page 36).

Plan your wardrobe

What facilities are available at work for storing work clothes? For freshening up? Will you ride to work in your work clothes, or will you change once you get there? Will you carry your work clothes with you every day or store them at the office? (More on dressing for success: page 31.)

If you've decided to give bicycle commuting a try, then obviously your first order of business is to get on a bike and start making the pedals go 'round. Whether your vehicle of choice is a one-speed cruiser or a full-suspension mountain bike, the following tips will help you adjust and maintain your bike to ensure a safer, more comfortable ride.

2: Your Bike: Fit and Maintenance Check

Finding the Right Fit

Your bike's most important safety feature is you: If you're not comfortable, you're more likely to ride poorly. Getting exactly the right fit depends on many things including your height, weight, and riding style. You should contact your neighborhood bicycle store to help you find the right fit. Consider these points:

Frame Size

If your bike's frame is too tall, too short, or too long, it will be very hard to adjust other things to make you comfortable. You might need a new bike.

To Check the Height

If your bike has a men's frame (with a tube across the top), stand with the bike between your legs, just in front of the seat. Measure the space between the top tube and your crotch. For road or street riding, a one-inch to three-inch space is safest. If your bike has no top tube (a women's frame), ask your bicycle store's staff to size you.

Frame Length

If, when you ride, you feel overly stretched or have pain in your neck, shoulders, or back, your frame might be too long. Try moving the seat and handlebars closer together. Also, some people, including many women, have torsos shorter than what most bikes are made for. If you're one of them, look into a shorter handlebar stem extension, a taller stem, different handlebars, or a custom bike made for people with smaller torsos.

Seat Height

A seat that's too low will strain your knees, and achilles tendons while a seat that's too high will make it hard for you to pedal and to put your foot onto the ground. Here are some ways to get the right seat height for most riding:

- Sit on your bike and push one pedal all the way down. Put the ball of your foot on the pedal. If your seat's high enough, your knee should be slightly bent.
- If your hips rock from side to side when you pedal, your seat's too high.
- Don't raise your seat so high that less than two inches of your seat post extends into the frame.

Handlebars

After you've set your seat height, set your handlebars so you feel comfortable. Some things to guide you:

- Start by raising or lowering your handlebars so they block your view of the front axle when you're sitting on your bike with your hands on the handlebars. In this position, your elbows should be slightly bent (not locked).
- Lower-back pain often means the handlebars are too far away, while upper-arm or shoulder fatigue often means the handlebars are too close to you. Try raising or lowering the handle bars, or moving your seat forward or backward. You can also change to a shorter or longer handlebar stem.
- Don't raise your handlebars so high that less than two inches of your handlebar stem extends into the frame. If you have to raise your handlebars higher than the safe limit, get a longer
- Rotate your handlebars so that they put even pressure across the palms of your hands without bending your wrists in a strange way.

Seat Tilt

Many cyclists keep their seats level. Many women, however, tilt them nose-down, and many men tilt them nose-up. Try different angles until you feel comfortable.

Saddle Soreness

If you haven't bicycled in a while, you may be sore at first. Chafing or soreness should go away with time. If it doesn't, the first thing to check is the seat adjustment. If adjustment doesn't help, try alternatives: a gel-filled saddle or saddle pad; a wider or differently-shaped saddle; one with springs; or one made specifically for women. Many bicycle stores will exchange saddles if they're not damaged, so try alternatives until you're comfortable. Special padded bicycling shorts can also help.

Quick Maintenance Check

Whether you use your bike a lot or you're dusting off an old bike, you should get in the habit of checking the following at the beginning of every ride to make sure your commute will be safe and free from mechanical hassles. While these checks help you find problems, we don't have room to tell you how to fix them all. If you need help, go to your owner's manual, a maintenance book, or a bike shop.

Air

Tires lose a little air every day. If your gauge says a tire is more than five pounds under the recommended pressure (printed on the side of the tire), add air.

Chain

A dry chain can skip, lock up, or break suddenly. If your chain squeaks or hangs up, lubricate it. Oil will do, but it attracts dirt; a greaseless chain lubricant is cleaner, but make sure you lube often, especially after riding in the rain. To lubricate:

- Grab the bottom of the chain loosely with a lint-free rag. With the other hand turn the pedals backward, sliding the chain through the rag. Pedal the chain around twice to remove surface grime.
- With one hand squeeze or spray lubricant onto the chain, and with the other hand pedal the chain backward so it goes completely around once.
- Repeat step (a) to get the excess lubricant off the chain. Extra lube can attract dirt.

Wheel Spin

Lift each wheel up and give it a slow spin. (Spin the back wheel forward so the pedals don't move.) Check that it doesn't rub against the brake pads, frame, or something else. If the wheel doesn't spin freely but its not rubbing, the problem might be inside the axle.

Tires

Turn each wheel very slowly and look for big cuts, bulges, bubbles, or places you can see the inner casing. If you spot any, replace the tire. Remove glass or other debris. Make sure the tire is seated evenly on the rim. If the valve stem doesn't point straight at the middle of the wheel, the rim might cut it; let the air out and straighten the valve.

Shifting

Try all of your gears, shifting each gear lever from high to low. You have a problem if the lever sticks, you can't shift to all gears, the chain rubs the derailleur, or the chain jumps off the gears. These are usually caused by worn or dirty cables, or a derailleur that needs cleaning or adjustment.

Handlebars

Hold the front tire between your legs and try to turn the handlebars. If they're loose, tighten the stem bolt.

Brakes

You should have your brakes adjusted or replaced if you have any of these problems: (a) You apply the brake on each wheel, and one or both brake pads don't touch the rim. (b) You can squeeze your brake lever all the way to the handlebars. (c) On each wheel, the brake can't stop the tire from moving on dry, clean pavement.

Loose Parts

Pick up the bike and shake it hard. Check and fix anything that rattles. Pump up your tires once a week if you ride regularly, or every time you ride if you ride infrequently.
Some Good Books on Bike Repair:

- ***Anybody's Bike Book*** by Tom Cuthbertson, 1998, Ten Speed Press.
- Bicycling Magazines ***Basic Maintenance and Repair*** by the editors of Bicycling Magazine,1992.
- ***Sloane's New Bicycle Maintenance Manual*** by Eugene A. Sloane, Simon and Schuster, 1991.
- ***Roadside Bicycle Repairs*** by Rob Van der Plaas, 1996.

3: Equipment, Helmets, Dressing and Hygiene

Aside from a bike, what sort of equipment do you need to start bicycle commuting? What should you wear? How will you look fresh and get dressed for work? Read on for answers to these questions.

Basic Equipment

A few simple pieces of equipment can help make your commute a whole lot easier- and safer. Here's what we recommend:

A Carrying Rack or Basket

Is essential for carrying items such as clothes, briefcases, books, etc. Panniers (saddlebags for bicycles), bungee cords, folding wire baskets and plastic milk crates can all help you increase your carrying capacity.

Flat Prevention

Everyone gets a flat eventually. Keeping your tires properly inflated and using high quality tires or tire liners can help prevent flats, but still, it's best to carry a spare tube or patch kit, tire-removal levers and a frame-fit pump, and to know how to use them. Any basic bike repair manual or class should cover this most essential of bicycle repair skills.

Fenders

These will help keep you clean and dry. Even if it's not raining you can get dirty from mud and moisture on the road.

Lights

…Are a must if you are going to be riding at dawn, dusk or after dark. You are required by law to use a white light in front and a red rear reflector. Red strobe lights are also quite effective and popular. For more on night riding, see page 39.

Lock

Don't wait to get a bike stolen before you get a decent lock. In general, the more expensive your bike, the more you'll want to spend on a lock to keep it. For more on locks and parking, see page 36.

All About Bike Helmets

Besides your bike, a helmet that fits is your most important piece of bicycle commuting equipment.

Why should you wear a helmet?

It's a fact: About 1,000 American bicyclists die in crashes each year and around three-fourths die from head injuries. Hundreds more suffer permanent brain damage. Many of these are experienced, careful riders maybe just like you. And most of these head injuries can be prevented with bike helmets. You say a helmet's too much of a hassle? It'd make your head sweat? Give you hat hair? It's too expensive? You'd look like a geek? Think how good these sayings would look on your gravestone.

Helmet basics

Most helmets on the market today are called hard shell helmets. These have a thin plastic surface, which will skid across rough surfaces. The shell also keeps the helmet's core (the soft foam part) from getting scratched, nicked or punctured. Soft shell helmets usually have just a cloth or nylon cover over the foam core. If you wear a soft shell helmet, make sure the cover is stretched tight so it'll slide if it needs to.

If you have a crash and your helmet takes an impact, replace it right away. An impact usually damages a helmet's foam core, meaning it won't protect you again. You should also replace your helmet at least every five years, because its foam core becomes brittle.

Rating

Look on the inside of the helmet. You should see a sticker from one of the following organizations meaning the helmet is designed to meet stringent crash safety standards:

- The Snell Foundation
- The American Society for Testing and Materials (ASTM), F1447 certification.

Fit

You **must** have a good fit. A snug fit means that if your head hits more than once, the helmet stays in place. Most brands of adult helmets come in two or three sizes, and you make them fit by adjusting the chin strap and putting foam pads around the inside.

How to Check for A Good Fit

- The helmet sits level on your head.
- You can't easily shift the helmet to the front, back, or sides of your head.
- With the strap tight, you can't possibly get the helmet off.
- If the helmet fails these, adjust the straps, put in bigger pads, or try another size or brand. Don't wear your helmet tilted back. It won't protect your skull in a frontal impact.

Cost

Good Snell- or ASTM-rated bike helmets start at about $30. Hard shells cost a little more than soft. More costly helmets usually aren't much safer, but have better ventilation and weigh less. Buy your helmet based on **fit**.

Ventilation

A helmet's ventilation depends on front-to-back airflow. Good airflow comes from long, wide air vents, and air passages (or troughs) between the vents.

Weight

Cheaper helmets usually aren't much heavier than expensive ones, and most cyclists don't notice a difference. If you think you need an ultra-light helmet, test-ride a regular one to make sure.

Dress for Success

Most commuters place a high emphasis on starting their workday clean, fresh and dressed appropriately for their jobs. For bicycle commuters, this may involve some advance planning, but most feel that the mental clarity and relaxation that comes from starting their work day on a bicycle is worth the extra effort. Basically, you can handle the appropriate dress issue in three ways:

Ride in your work clothes

Depending on the weather and the length of your commute, you may be able to simply wear your work clothes on your bike. You don't have to arrive at work all sweaty; just ride at a relaxed pace, avoid overexertion and let the cool morning air refresh you.

Wear cycling clothes and carry your work clothes

For longer, more strenuous commutes or more extreme temperatures, it can be more practical to change once you get to work. Rolling work clothes, rather than folding them, will help to minimize wrinkles.

Store a week's worth of clothing at the office

What about driving in one day a week or on the weekend and bringing a few changes of clothing along with you? Talk to your employer if you need hooks, closet or drawer space for storing clothing.

Tips for riding in work clothes

- Pants wearers: use an ankle strap or tuck your pants into your sock on the right side so they don't get greasy or caught in the chain.
- If you wear a skirt, make sure it is full enough to allow you to pedal but not so full it might catch in the chain. Or wear a short skirt with bicycle shorts underneath.
- Footwear: You need flat, comfortable shoes for bicycling. Consider carrying dress shoes with you, or storing them at work.

Tips for riding in cycling clothes

- Wear, and carry, layers of clothing, including a lightweight, windproof outer layer. By adding or subtracting layers, you can keep your body temperature constant, and adjust to changes in the weather.
- As a general rule, start your ride fairly cool. You will warm up quickly once you get going. If you dress so that you are warm before you even start riding, you will get too hot.
- Specialized clothing, such as padded cycling shorts and gloves, can increase your comfort level on longer rides, but are not absolutely necessary.
- Wear bright clothing so motorists will notice you.

Cleaning up at work

Do you truly need a shower after cycling to work? Many bicycle commuters find that a quick sponge bath is all they need to feel refreshed, especially if they ride to work early in the morning. Here are a few tips for freshening up:

- Allow yourself a few minutes of cool-down time before changing.
- Keep a towel and washcloth in your desk or locker at work. Sponge off with cold water in the washroom.
- Use talcum powder to help absorb moisture and odors.
- If you truly need a shower, check with your employer or building manager to see what your options are. They may be willing to make arrangements with a local health club, or install a shower themselves when they realize there's a demand.

"I'm always bicycling to work in a tie and nice slacks," says Wisconsin Department of Transportation's Bicycle and Pedestrian Coordinator Tom Huber. "I just ride slow, especially on my 2.5 mile morning commute. I wouldn't do it any other way."

Does your company have casual dress days? These might be the perfect days to start biking to work!

4: Safety

Strategies for the Trip

Lane positioning, turning

Many would-be bicycle commuters are reluctant to use their bikes for getting to work because they don't feel safe. Keep in mind that the number one cause of accidental death in the United States is car accidents.

What's more, there is a lot you can do to increase your safety while bicycling. This section is designed to help you find a safe and enjoyable route to and from work, and to learn how to ride safely and predictably. Please read it with care.

Effective Cycling is a national curriculum that teaches bicyclists how to be safe, predictable and effective roadway users. The core course consists of nine hours of classroom and on-bike instruction, taught by nationally certified instructors. There are EC instructors in the area. Call 617/542-BIKE or visit the website for MassBike Pioneer Valley at www.massbike.org

Route planning

When you drive, you probably take the same route to work every day, and it is most likely the one used by all the other cars going your way. This may not be the best bike route, but **don't let that discourage you!** There are often parallel streets that go through residential and lightly traveled commercial districts; using these will make bicycling both more enjoyable and safer.

- Look at your route to work on the *NESEA Map* (available free at libraries, bike shops, and at the PVPC.) Are there suggested routes already marked from you home to your destination? You may be surprised at how easy the ride is!
- If you see gaps in the suggested routes or do not see a route that is direct enough, try going out on the weekend or after work for an exploration. A leisurely ride through a new neighborhood will reveal alternate roads that may be perfect for your commute. Make sure to mark your map so you can remember those new discoveries!

- Try alternate routes. You may find a route you like better or one that will allow you to do some errands during your ride.
- Ask other bicyclists how they get from point A to point B; bicyclists love to share their knowl edge of good rides and routes.
- Plan where you will cross busy roads or other obstacles. Look for bike lanes, paths, traffic signals, or over- and underpasses, that will allow you to connect two parts of your route.
- Don't assume that a road must be clear of traffic to be bikeable. Bicyclists are operators of vehicles under Massachusetts State law, and can legally ride on all roads except limited access highways. A short stretch on a less desirable road may be all that is needed to get you between two easy pieces of your commute.
- Get a bike buddy to ride with you so that you feel safer or are encouraged to ride. Go out on weekends or after work or have someone in your company or neighborhood ride with you on your daily commute.
- The more comfortable you are riding in traffic, the more routes you will have available to you. Practice your safety skills and riding habits when you are not in a hurry so you will be ready to use them when needed.
- Take a bicycle safety class such as Effective Cycling, so that you will feel more comfortable on your bike.

Traffic basics

Remember that you are the operator of a vehicle. Act like it. You have the same rights AND the same responsibilities as you would if you were operating a car. Here are a few basics to keep in mind:

Obey all traffic laws, signs and signals just as you would if you were driving a car

Obeying the law is your first defense against crashes, and is the best way to gain respect from other road users.

Be predictable

Signal your turns; stop as required by law; use the correct lane; communicate with other road users so they'll know what you're doing and where you're going.

Be Visible

Wear bright colors in the daytime; use reflective materials and lights at night. Don't hide from traffic. The words "I didn't see him" appear on accident reports too often. Woodhull 1190 zoom to bright green jacketed person

Ride in the direction of traffic only

Motorists in intersections and driveways do not expect you to be coming the wrong way on the road. In addition, you have less time to maneuver in traffic, and your chances of having a head-on crash are much greater. Wrong-way riding is also illegal, even in bike lanes.

Follow the Three Foot Rule

By law, drivers must give you three feet clearance, and you must give them the same distance. Don't ride between lines of cars. Ride at least 3 feet from parked cars to avoid being hit by a suddenly opened car door.

Scan the road ahead

At intersections, watch for turning cars and pedestrians. Mid-block, watch for cars pulling out of driveways, alleys and parking spaces. Yield the right of way to pedestrians in crosswalks.

Cross railroad tracks, storm grates or pavement cracks as close to a right angle as possible

Your wheel can get caught and dump you on your head. Check behind you, then swing out slightly into the lane if you need to cross at a better angle.

Bicycling on sidewalks is permitted, except where buildings abut the sidewalk

Pedestrians always have the right of way on sidewalks and in crosswalks. Give an audible warning before passing pedestrians, and pass with care. Ride slowly on sidewalks or walk your bike if there are many pedestrians.

If you ride on the sidewalk, slow down at crosswalks

A pedestrian travels much slower than a bike, and drivers expect people in crosswalks to act like pedestrians.

Lane positioning

Massachusetts law requires that you must ride as far to the right as is practicable. This does not mean as far to the right as possible.

Stay far enough away from the curb to avoid hazards

You are safer riding in a lane of traffic than in the gutter. You need room to maneuver if a pothole, bottle, or other debris appears in your path. And you are more visible when you ride where drivers expect to see a vehicle.

Ride where cars on side streets and driveways can see you

If you ride too far to the right, you may be blocked from their view by a parked car. You are also more visible to cars behind you if you are in the line of traffic.

Do not weave in and out between parked cars

Drivers behind you may not see you, and you may be cut off if you cannot get out from behind a parked car due to heavy traffic.

Stay at least three feet away from parked cars

Someone may suddenly open a door in front of you.

Take the lane

When it is too narrow to safely share with cars, when approaching an intersection, or when traveling at the same speed as traffic, ride further out into the lane so that you don't get squeezed into a dangerous situation.

In extra wide lanes: (one and a half cars wide)

Don't ride all the way to the right. Again, you will be more visible if you ride three to four feet to the right of traffic. Right turning cars and motorists pulling out of side streets and driveways will also be more likely to see you.

Turns and Other Maneuvers

The key to safety is predictability. For the most part, you want to turn, pass and change lanes just as you would in your car.

To change lanes, look behind you for traffic and signal first

Traffic in the lane you want to move into has the right of way. Look back and wait for an opening in traffic before moving over. Start looking for an opportunity to get in the correct lane at least 1 block before the intersection.

Use the correct lane for your destination

Go straight in a through lane, not a "right turn only" lane. Other drivers expect all the vehicles in that lane to be turning right. Make left turns from the left lane, if there is one, or the left side of the through lane.

Signal your lane changes and turns so that drivers and other cyclists know what to expect

Left Turns:

For bicyclists, there are two legal options: (1) Look back for traffic, signal, and move to the left turn lane or left side of lane. (2) If traffic is very heavy or you feel uncomfortable crossing many lanes to turn left, cross to the other side of the intersection as if you were continuing straight and pull out of traffic. Wait for the light to change again and then continue straight to your destination as if you had come from the street to the right.

Going straight through intersections

If you are in an extra wide right lane or there is likely to be significant traffic going right, discourage cars from passing you on the left and turning in front of you. Move toward the center or left of the straight-ahead lane as you approach the intersection.

Pass cars and busses on the left, with at least three feet of clearance

That is where other vehicles expect faster traffic to be. Passing on the right could get you squeezed against the curb if the car or bus pulls over, opens its doors or makes a right turn.

Let other bicyclists know you are going to pass them

Give an audible warning and pass with enough clearance.

How to Avoid a Crash:

- Ride in the direction of traffic only. This includes on-road bike lanes.
- Obey traffic signals, and don't run stop signs.
- Watch for cars turning into your path without yielding.
- Watch for cars pulling out of driveways or side streets.
- Cross railroad tracks, storm grates or pavement cracks as close to a right angle as possible
- Check behind and around you before changing lanes or turning.
- Signal your turns.
- Let other bicyclists know you are going to pass them.

"Cyclists fare best when they act and are treated as drivers of vehicles." John Forester, Effective Cycling, *Cambridge, MA, MIT Press, 1985*.

Defensive Riding

Be aware of what is going on around you, and watch for other's mistakes. Some common situations to watch for include: a motorist coming towards you who turns left in front of you; a motorist passing you and then turning right in front of you; a motorist pulling out from a stop sign, driveway, or parking space without yielding to you. **Make eye contact** if possible so that you know the motorist has seen you.

What To Do After a Traffic Collision

If you're hurt in a traffic collision, don't ride away or shake off what seems like a minor injury. You might find later that it's worse than you thought.
If you're a victim of, or a witness to a traffic collision, here are the steps to take:

- Call the police. If needed, get medical help immediately.
- Get the following information from every vehicle: driver name, address, phone number, driver's license number, license plate number, make of car, insurance company name and policy number.
- Get the names and phone numbers of witnesses.
- Get the police report number from police on the scene.
- Write down how the crash happened while it's fresh in your memory.
- Keep (or photograph) any damaged clothes or equipment.

Also, if you're a victim:

- Don't get mad at the scene. Keep a level head so you can ask questions and take notes.
- If you're injured, don't move unless you're sure you won't injure yourself more.

5. Parking and Security

Parking and Locking Basics

Basic Considerations: ***The first rule: Never, never leave your bike unlocked even if you're leaving it for only half a minute. A thief can grab your bike in seconds.***

Security

Lock your bike to something that's permanent and not easy for a thief to take. Lock to a bicycle rack, a parking meter, or metal fence post. Don't lock to another bike, a door handle, or small tree. Depending on building security and the value of your bike, you may even want to lock it if you park it inside.

Visibility

Park in open areas where many people pass by and your bicycle can be seen easily. Thieves usually don't like an audience.

Proximity

Put your bike where you can get to it fast. Thieves like to steal bikes whose owners are far away.

What Locking Hardware Should You Use?

U Locks

Make sure you buy a strong steel-alloy lock. If the manufacturer offers a warranty or insurance, register the lock and write down the lock's serial number and when you bought it. For added protection, get one or more U-lock cuffs (such as Bad Bones); they can keep thieves from using a lever to pry open your lock. One drawback to U locks: you can't lock up to thick objects such as street lights; for these, carry a thick cable.

Padlocks & Chains

The thicker, the better; chain links and lock clasps should be at least 3/8 of an inch thick. Look for locks and chains that are case-hardened, a process that makes them harder to cut.

Cables

Some cables are actually harder to cut than chains, because they don't snap and thieves can't pry them open. Use a cable at least 3/8 of an inch thick with a lock as thick, or thicker.

How to Lock Up

You can discourage many thieves if you follow these tips for locking your bike:

Lock the Whole Bike

Never lock through your wheel without locking the frame, because thieves can remove your wheel and steal the rest of the bike.

You should put your chain, cable, or U locks through your frame and wheel(s). If you have a quick-release front hub, you might want to take it off and lock it with the rear wheel and frame.

Cross Locking

A good way to foil thieves is to use more than one kind of lock. For example, put a U-lock through your frame and rear tire, and put a cable or chain through your frame and front tire.

Placing the Lock

Thieves may break a lock by putting it against a wall or sidewalk and smashing it with a hammer. If you use a padlock, try to put it where it's not close to the ground or against a wall or another solid surface, leaving little or no slack in your cable or chain. When using a U lock, leave little or no space in the lock's middle to prevent prying.

Removable Items

When you leave your bike, remove any parts you can't lock and a thief could steal easily: a quick-release seat, horn, bike bag, pump, cycle computer, or lights. If removing quick-release parts is a hassle, replace them with permanent ones.

Where to Park

Bike Racks are not all created equally. The best are made with thick, sturdy tubing, are bolted down, and allow you to lock both the frame and the wheel to the rack.

Parking Meters are okay if you are using a U-lock. Never lock to a meter with only a chain or cable. A thief will slide your bike over the top.

Parking Garages: Some parking garages have bike racks for free public use. Many private businesses and office buildings with parking areas also have bike racks where your bicycle will be protected from the elements.

Indoors: A good way to avoid theft and protect your bike from the elements. Check with your employer and see what arrangements you can make. Is there an empty office, extra cranny in the hallway or a storage room where a bike or two could be stashed?

Cutting Your Theft Losses

What's the first thing to do when you get a new bike? Write down the serial number and register your bike with your municipality. Look for the serial number stamped on your bike's frame. You will find it under the crank, on the head tube, seat post tube, or on the frame's rear wheel mount. Police recover lots of bikes each year, but can't return most because they're not registered and the owner cannot be identified and contacted.

Identifying Marks

You can discourage thieves by engraving your name or social security number in an obvious place on your bike frame. Or put a card with your name and phone number inside the handlebar tube-so if you find your stolen bike at an auction, junk shop, or flea market, you can prove it's yours.

If Your Bike Is Stolen

First, find your bike's serial number if you have it. If your bike is registered with the municipality, you can call them to get your bike's serial and registration numbers. Then call the police in the jurisdiction where the bicycle was stolen and tell them where your bike was stolen. Try to get a police report number that you can use for an insurance claim. Also find out how police will contact you if they find your bike.

Looking for Your Bike

Sometimes you can find your bicycle at places like pawn shops, auctions, or resale shops that might deal in stolen merchandise. But if you find your stolen bike among other property that someone's selling, remember that they won't just give it to you; you must prove it's yours. Re-contact the police and tell them you found your bicycle and let them recover it for you.

Is your bike important? Then REGISTER it!

- Greatly increases the chance that your bike will be recovered and returned if stolen
- Thieves may be less likely to steal a registered bike in the first place
- Helps identify the bicycle owner in case of an accident
- Helps the community plan for bicyclists
- Registration is required by some communities!

Find serial numbers:

- On the head tube
- On seat post tube
- Under the crank
- On the frame's rear wheel mount

Ride an ugly bike! Your bike is less likely to be stolen if it looks old or just ugly. Consider getting a used beater for commuting. You can "uglify" any bike by wrapping the frame with old inner-tubes or handlebar tape, or covering it with stickers and enamel paint accents.

Fact: Bicycle thefts in one city accounted for over two million dollars in loss over the past five years.

6: The All-Weather Cyclist
Riding at Night and In Bad Weather

How to Be Seen At Night

Defensive Riding

At night, it's hard to see road hazards, and to anticipate the moves of drivers. You can't see where they're looking, and some may be drunk. Slow down from your daylight speed. To make sure drivers see you when you're stopped, flash your lights by twitching your handlebars back and forth. Watch cars closely, and be ready to get out of their way.

Know Your Route

If you're new at night riding, take streets where you know the potholes and traffic so you can focus on riding in the dark.

Night Blindness

Don't bike at night if your visual acuity is worse than 20/40 with glasses or contacts, or you can read a far-away sign or address okay in daylight but not at night. See a doctor to be sure.

Light up! Here's how:

Reflective safety vest

Good for cycling in dark clothes or if your rear light goes out. Don't wear dark clothes with no other light-colored material.

Rear light

Effectively supplements your legally required reflector to help approaching traffic see you. Many cyclists use flashing red lights.

Rear reflectors

Big is best; get one at least three inches wide, make sure its pointed straight back and not up or down. Reflectors work only if they're clean, so remember to wipe them off!

Reflective tape

Use on your bike frame or helmet. Use white or yellow in front, yellow or red in back.

Pedal reflectors

Built into front and back.

Reflective ankle strap.

Worn on the ankle outside of clothes.

Spoke reflectors

Not a substitute for a headlight or rear reflector.

Headlight

Battery-powered halogen or strobe. Get the most powerful one you can afford. (Use white or amber, not red.) The newer strobe lights don't cost much and have long battery lives. However, on dark streets, you'll need a bright, steady light to see the road.

Jacket

Bright color, reflective piping in back.

Rechargeable batteries

If you ride at night a lot, you'll save money and throw away fewer toxic batteries.

At night, Massachusetts law requires a white front light, and a red rear. MassBike provides the laws online at their website (see page 17). That's not much; you can see a car's headlights from 3,000 feet, and that's what most motorists look for. (Under bright streetlights you need bike lights to be seen, not to see.) And because your upper body's at eye level, its important to wear bright clothing at night.

Only three percent of bike rides happen at night, but over half of all cyclists killed get hit while riding at night without lights.

Riding in Rain & Snow

Wet Streets

Wet streets can be hazardous. Watch out for: Railroad tracks, sewer and manhole covers, painted pavement, and leaves get slippery when wet. Don't brake or turn suddenly on them.

Puddles

Steer clear of a puddle if you can't see the bottom. It could be a deep pothole that could make you crash or dent your wheel.

Start of rain

Continue at a moderate pace rather than trying to beat the rain when it starts. That's when streets are slickest, because oil or anti-freeze on the road spreads before it washes away. Turn slower and with less lean.

Slow Down

Remember that motorists and cyclists can't see as well in rain or snow. And it takes longer to stop, so to be safe, go slower than normal.

Braking

When brake pads are wet they take up to ten times longer to work. Dry them by applying your brakes far ahead of where you want to slow down, causing your pads to wipe the rims. To dry them faster, pump the brakes by applying them, then letting go, over and over.

Snow

Snow crews usually clear major streets within a day of a major snowfall. Walk your bike to one and get going.

Ice

Snow hides ice on the pavement, so be cautious when riding on snow.

Build-up

With piles of snow on the right, ride in the middle of the right lane. Let cars pass in heavy traffic. But remember, you are required by law to ride only as far to the right as is practicable, and riding through deep slush piles is not practicable!

Winter Bike Care

Rims

When wet, brake pads grip aluminum rims better than they do steel.

Tires

Fat tires have better traction. Tires less than 1 1/4" wide work better on wet streets when under-inflated. Use tires with a deep tread pattern.

Salt damage

With lots of winter riding, occasionally wipe your frame, rims, spokes, and derailleurs, and lube your chain. Use a toothbrush for hard-to reach parts.

Fenders

They beat almost anything to keep you dry on wet pavement. The newest plastic ones are inexpensive and light, but can break if installed wrong.

Bearing damage

After biking in wet weather put your bike indoors so bearings can dry.

Brakes

Grime builds up on brake pads, making them squeak or scratch your rims. Run a rag between each pad and the rim, like shining a shoe. Occasionally remove the wheel and check pads for wear.

7: Resources for Bicyclists

Need some support or want more information? Here are some places to go, people to see, and web addresses to check out.

Web Sites

The place to start is the **PVPC web page**. It lists people, groups, events, and other resources to help you with whatever kind of biking you want at www.pvpc.org.
For information on bicycling, go to the **MassBike web page**. There you will find answers to many questions, encouragement, books, people, ideas, more web links, and fun. See www.massbike.org.

Maps

- **Rubel's Maps**. Suggested routes and ratings for roads and bike paths plus a listing. Available for various parts of the country.
- **Mapquest:** an online mapping service for any North American address: www.mapquest.com
- **NESEA:** Northeast Sustainable Energy Association, a regional agency promoting non-polluting energy technologies, produced a map *Getting Around Clean and Green in the Pioneer Valley*. Visit their site at www.nesea.org.

Classes

- **Effective Cycling** will make you feel more comfortable riding on the streets. Classes are taught in many locations in Massachusetts. Check with the Bicycle Federation of Massachusetts, Pioneer Valley chapter or look on their web page.
- **Repair classes** are available at many local bike shops and through mini-course community centers. You will feel more confident on your bike if you know how to change a flat or adjust your brakes.

Bike Shops

- **Valley Bicycle**, 319 Main Street, Amherst, 413/256-0880 and near the Norwottuck Rail Trail at 8 Railroad Street, Hadley
- **Highland Hardware & Bike Shop**, 917 Hampden Street, Holyoke, MA 413/ 539-9314
- **Competitive Edge Ski & Bike**, 374 Russell Street, Hadley, MA 413/585-8833
- **Mickey's Bike Shop**, 520 East Street, Chicopee, MA 413/592-4282
- **Competitive Edge Ski & Bike**, 612 North Main Street, East Longmeadow, MA 413/737-7495
- **Bob's Bike Shop**, 15 Vreeland Avenue, East Longmeadow, MA 413/ 734-6843
- **Family Bike & Sports**, 217 Shaker Road, # L, East Longmeadow, MA (413) 525-234

Books

If you want to learn more about bicycle commuting, refer to some of the books listed below. Check your favorite bookstore and public library for more titles.

- **Urban Bikers' Tricks and Tips**, by Dave Glowacz, Wordspace Press, 1998. A wonderful, funny, and very informative book on how to get around in a city.

- **Bicycle Commuting Made Easy** from Bicycling Magazine, 1992. This book covers riding in traffic, eating right, and commuting in icky weather.

- **Street Smarts – Bicycling's Traffic Survival Guide**, by John Allen, Rodale Press, 1988. Avail able from Rodale Press. Good introduction to effective cycling techniques.

- **The Essential Bicycle Commuter**, by Trudy Bell, McGraw hill, 1998. A complete guide to pedaling to work and shopping.

- **Effective Cycling**, by John Forester, MIT Press, 1992. Excellent detailed discussion of many aspects of bicycling and bike maintenance.

Groups

To encourage you to get out and bike, try contacting one of the groups listed on the Bicycling Community Page, including:

- MassBike, 59 Temple Place #669, Boston, MA 02111
  617-542-6755 (fax) Email: bikexec@massbike.org

People

- Jeff McCollough, Senior Transportation Planner, Pioneer Valley Planning Commission,
  26 Central Street, West Springfield, MA 01089-2787
  413/781-6045 ext. 311 Email: jgmccoll@pvpc.org

- Catherine Ratte, Senior Land Use and Environment Planner
  Pioneer Valley Planning Commission
  26 Central Street, West Springfield, MA 01089-2787
  413/781-6045 ext. 311 Email: cratte@pvpc.org

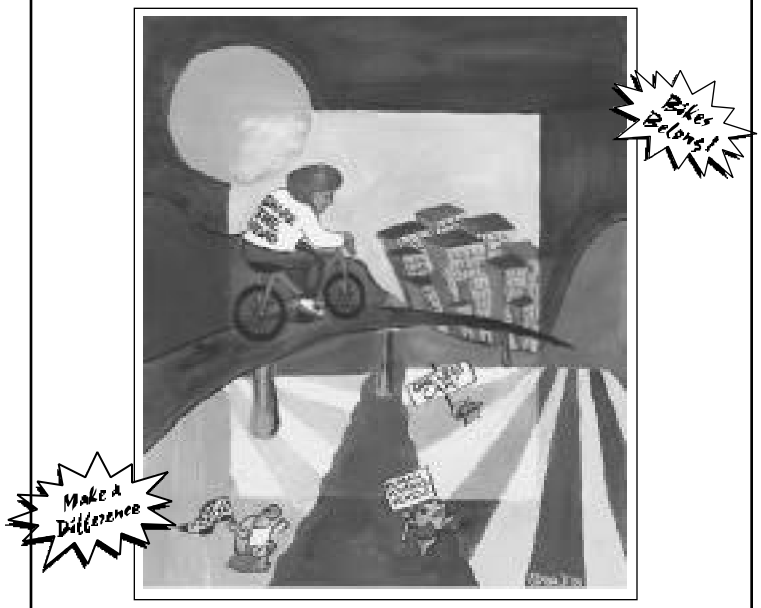
- Josh Lehman, State Bike/Pedestrian Coordinator
  Massachusetts Highway Department
  10 Park Plaza, Room 4150, Boston, MA 02116
  617/973-7329 617-973-8035 Email: Josh.lehman@state.ma.us

- Chris Ahmadjian/Sue Lee
  Baystate Roads Program
  214 Marston Hall
  University of Massachusetts
  Amherst, MA 01003-5205
  413/545-2604 413-5459569 (f) Email: suelee@umass.edu

- Rob Hendry
  Rideshare Program
  c/o University Parking Services, Lot 25 Trailer,
  University of Massachusetts, Amherst, MA 01003
  413/545-0056 Email: Rideshare@admin.umass.edu

Bike Commute Week

May 13th to 19th, 2001



A Corporate Challenge How-To

A Corporate Challenge How-to

The Bike Commute Week Corporate Challenge is a great way for businesses to get their name out into the community and foster good morale among employees while simultaneously helping solve our local transportation and air quality problems. Bike Commute Week 2001 will be held May 13-19 in the participating communities of Amherst, Chicopee, Easthampton, Hadley, Northampton, Springfield, and Westfield.

Businesses of all sizes can participate. We have a magic formula to determine which company has the greatest number of employees cycling to work during Bike Commute Week (BCW) relative to the company's overall size. Awards will be given in the divisions of Category A (10-20 employees), Category B (21-99 employees), and Category C (100+ employees) employers.

The participating companies will be awarded certificates. Winning companies will be determined in their category by field (Banking, Health Care, Health Clubs, Bicycle Shops, Schools, Colleges, etc.) or by community (Amherst, Chicopee, Easthampton, Hadley, Northampton, Springfield, and Westfield,). The regional winners will be awarded plaques with their respective names and lofty honors engraved in perpetuity, and, of course, they will also earn the envy and admiration of the entire Pioneer Valley business community. One business from each participating community will have a bicycle rack dedicated.

According to the United States Government General Accounting Office, traffic congestion costs U.S. employers $100 billion a year in lost productivity. The minimum cost of creating one parking space for a car is $2,500. One space in a multi-level garage costs $18,000. Maintenance costs for car parking ranges from just over $1,000 dollars to $4,600 yearly. By contrast, it costs as little as $75 to create outdoor bicycle parking, and from between $500 and $1,200 for bike lockers. Maintenance for bicycle parking is virtually free. Cycle commuters have been shown to be healthier, more alert, and to miss fewer days of work. All this should tell you that bikes make good business sense! Cut down on congestion and waste, and do a good turn for the air we all breathe–encourage your customers and employees to ride their bikes.

Participation is easy:

- **Find a coordinator to develop a Bike Commute Week Organizing Team**
  The coordinator gets the ball rolling. She or he will gather existing bike commuters and others interested in promoting bicycling to start planning for BCW. Talk to someone in human resources, community relations, or executive offices for ideas on how to spread the word. The coordinator could be you.
- **Start by talking to all potentially interested people inyour workplace:**
  Cyclists, runners, skaters, athletes, and health- and environment-conscious people. Include people that could help coordinate company-wide events — human resources, community relations, executive offices. If you're not sure who your allies are, post

flyers, circulate a memo or electronic mail. What about asking nearby companies? If approaching others isn't your style, you can certainly wage a one- person campaign; there have been successful ones. Joining forces with others, though, is less time- consuming and more effective.

Next, hold a meeting to discuss your needs and choose your Bike Commute Week events. At the first meeting try to determine: what your event(s) will be, who the Bike Commute Week Team will include, and your timeline. The sooner you can define your event or events and determine your needs, the better. People will want to help, but usually like well-defined tasks. Providing a clear list of what needs to be done is a great way for people to choose a role that is both helpful to BCW and meaningful to the individual. Some ideas for BCW events follow.

- **Find "Spokespeople" — a BCW Rep From Each Department:** If possible, each department (if applicable) should have a representative attending Bike Commute Week team meetings. The role of department rep doesn't require much time or energy, although the more the better. The minimum requirement would be spreading the word throughout the department and identifying participants. We'll leave the limit on the maximum amount of commitment to you. The department "spokespeople" help the BCW team coordinate the event(s). Good, resourceful, committed spokespeople are the key to a successful event.
- **Set a Date, a Time, a Timeline and an Organizational Strategy** Start planning now. With the input you receive from your BCW reps, decide on the activities you will organize for BCW. Create a timeline so others can help. The most important part of planning is getting the word out to your coworkers (or customers) right away.

Bike to Work reps should meet only as often as needed to keep their activities coordinated. Begin informing your co-workers as soon as possible. In April or one month before your event, begin an intensive publicity campaign. But don't worry if you're short on time - just do whatever you can to get the word out, and consider a bigger event next year. Still not sure what type of event to host? Give us a call!

- **Choose a Location**
  Depending on your event, try to select a pleasant area that can be restricted to those who arrive by bicycle. This area should be adaptable for different group sizes. If it's outside, make shelter available.

- **Consider Giveaways and Incentives**
  Never underestimate the impact that T-shirts, magnets, and mugs can have on an event. Work with the human resources department , vendors within your company, and BTW team members, to brainstorm ideas for incentives. Or talk with your local bike shop to arrange for discounts or deals on bike commuting accessories for your co-workers in exchange for mention in the company newsletter, and the resulting business this brings. Hold a raffle for BCW participants. All you need to do is use your imagination and your connections.

- **Promote Safety**
  One of the most important ways to help people transcend lingering cycle commuter phobia is to deal realistically with safety issues. When people feel that they know how to ride safely, and that the route they've chosen is safe, they will be much more likely to overcome other barriers. Call for details.

Encourage people to test-ride their intended route during quiet hours on a weekend day so that they can learn about potential trouble spots, such as pot holes and storm drains, without having to be as concerned about the traffic.

And encourage people to use good judgement. Information and safety materials cannot replace individual responsibility when it comes to rider safety.

- **Arrange for Facilities**
  It is very important during Bike Commute Week, and every week, to remove all possible barriers to going places by bike, such as lack of facilities. After all, a 1990 Harris poll found that 17% of people would sometimes commute by bike if secure parking and showers were available at work!

  The best parking is in a well-lit, sheltered, public area. Temporary parking can be made available by using barricades or by clearing out a room for bike storage (all employees should bring their own locks). Shower and changing facilities are essential in many work environments. If your company has a fitness center with changing rooms and shower facilities, make them available to bicycle commuters. No fitness center? How about making arrangements with an office nearby that does, or contact a local fitness center about using their changing facility.

- **Make It Last**
  One of the main reasons to dedicate a week to cycling is to focus on an activity that could well become a habit — for your co-workers and for the region. Getting everybody geared up at the same time sets the stage for a larger wave of ongoing cycling commuting activity. If you're thinking about setting up a Bike

User Group (BUG), but don't know where to start call us to receive a copy of ***Gear Up! A Bicycle Commute Program Guide for Pioneer Valley Area Employers*** and to find out what some other companies are doing to keep the spirit going. Your Bike Commute Week gang may grow into a solid group of people who like to ride and socialize together. With some bicycles and a little imagination, who knows what might happen.…

- **Spread the Word from the Start:**
  The more widely and more effectively you can spread the word, the better, both for organizing help and for participation. Ask people in public relations, human resources, community affairs, and wellness programs to get involved. Post signs announcing and asking for help with BCW.

- **Promote Your Event**
  Do it any way you can (that's legal and ethical). While your workplace has established ways to communicate, never underestimate the effectiveness of less formal communication channels - bulletin boards, gossip networks, memos, meetings, window or lobby displays, etc. Use them for Bike Commute Week. Also, you may discover other communication channels. For example, a memo from the president supporting the event carries particular weight. Or, a bicycling oriented electronic bulletin board can provide information about cycling events and safety tips. Try including Bike to Work flyers in your payroll envelopes. Cafeterias and lunch rooms are ideal places to set up information kiosks or tables.

  You might want to display a map to recruit group ride leaders or to help novice riders to find bicycle buddies. Have commuters mark their starting points and routes — especially fun for those

who venture to commute from off the map. The map is a great attention-getter which allows people to find their own commuting routes, and see who else goes that way. A message board as part of the display can also help cyclists find commuting buddies. A running tally of the number of cyclists who want to participate in the event also helps build interest.

You could provide entertainment to promote the event. This doesn't have to be extravagant. Any speakers or high profile personalities (from inside or outside your organization) who cycle to work could welcome employees and offer encouragement. We can provide flyers that you can reproduce for handouts and bulletin boards, and a calendar of BCW events in the region.

- **Host a Commuter Breakfast or PM refreshments**
  You could offer a breakfast for cyclists. Ask area restaurants, doughnut shops or markets to donate breakfast items.

  There are many benefits to holding a breakfast station for Bike Commute Week. A private company breakfast encourages your employees — especially new cycle commuters — to ride and boost morale. A public breakfast is also a great way to demonstrate corporate concern for the environment and for the community.

  Breakfast events usually run about two hours — from 7:30 to 9:30 a.m. to allow for flex time schedules. If the early hours don't work for you, consider an after-work open house with refreshments. What you serve is up to you, but remember that bicycling to and from work builds an appetite. It's rarely a problem, but check with us if you would like to ensure that your event does not conflict with other events in your area.

Public breakfast events will also be held in the participating communities mentioned above.

- **Register your company as a participant**
  This will put your business in the "running" for one of the awards mentioned above. We need these turned in by Friday, May 11, 2001. You can print the forms from the Pioneer Valley Planning Commission website at www.pvpc.org and fax them to us at 413/732-2593. Our mailing address is 26 Central Street, West Springfield, MA 01089 if you prefer that method to turn them in. You can reach us by telephone for more information about Bike Commute Week at 413/781-6045, or email us from our website.

- **Register or Tally Bike Commuters**
  Bicycle commuters register either at the workplace or at a publicized registration site on the day(s) they bicycle-commute. *Corporate Challenge* Bike Commuter forms will be available on the website, through a mailing to your company, or by special request. We tally the forms and use our secret formula to determine top achievers from the business entrants through the individual registrations, so they are important!

  Documenting participation in BCW can serve as an incentive to make your community more bicycle- friendly. These numbers will help us convince government to improve bicycling conditions. Make it fun by creating and displaying a graphic of a bicycle wheel - people can sign their names on the spokes. Or take a group photo for all the commuters to sign.

We hope you will join in the second Annual Bike Commute Week and put your business on the map!

Bike Commute Week

Bike Commute Week is May 13-19, 2001
Sponsored by Pioneer Valley Planning Commission @
413/781-6045 or www.pvpc.org

Adapted from MassBike and Santa Cruz Bike to Work Week

Bike Commute Week 2001

The Corporate Challenge

BIKE COMMUTE WEEK 2001:
THE CORPORATE CHALLENGE

What is it?

The Pioneer Valley Planning Commission (PVPC) is sponsoring the Bike Commute Week 2001 Corporate Challenge as part of the region's second annual bike commute event! The corporate challenge is designed to encourage employers and employees to consider bicycling to work as a fun, healthy, and environmentally friendly mode of transportation. PVPC will award participating members of the business community with a certificate of achievement. Top participating businesses will receive a plaque honoring their achievement. One business per participating community will have a bike rack dedicated.

How does it work?

PVPC has designated May 13th-19th as "Bike Commute Week." Employers are asked to register for this friendly business challenge where area businesses will compete in two classes as shown below. Employees of each company joining the challenge will be asked to pledge to bike to work on at least one of the days during the week. To be counted they will be asked to register at designated locations on the day or days the commute by bike. The company with the largest percentage of pre-registered employees within their class is the winner! Questions, call the Bike Commute Hotline @ 413/781-6045.

The classes are as follows:

CATEGORY A: 10-20 employees
CATEGORY B: 21-99 employees
CATEGORY C: 100+ employees

Want to make biking a part of your future?

Bicycle Parking: Does your business provide secure racks and other methods encourage employees to ride their bike to work?

Safety Materials: Does your business provide literature to employees on such things as helmet use and "how to" ride safely while sharing the road with other modes of transport?

Facilities: Does your business offer employees a place to shower, change and store their belongings, facilitating and encouraging bicycle commuting?

Cycling Clubs: Does your business have an organized group of cyclists so as to foster a support system for new riders and create camaraderie for the old?

These are all things that you can do to ensure that bicycle commuting is not just for the week, but is a way of life for those want a change - to save money, time and improve health in the process.
Start now to consider ways to implement these measures by the next event…Bike Commute Week 2002! For additional information on how your business can make the transition, contact

- MassBike – www.massbike.org or MassBike Pioneer Valley – www.massbike.org/mbpv
- Pioneer Valley Planning Commission – 413/781-6045 or www.pvpc.org
- Or Rob Hendry, 413/545-0056 or rideshare@admin.umass.edu if you belong to the Route 9 TMA

Should my company participate?

Companies who support bicycling as a transportation alternative will be recognized as organizations who care about their bottom-line and the community that supports it. By supporting bicycle transportation you are promoting a healthy lifestyle for employees, assisting in the reduction of air pollution, while saving money on parking costs.

How do we participate?

Participating in the Corporate Challenge is easy.

1. Designate a Corporate Challenge bike coordinator.
2. Pre-register your company by filling out the form included and submitting it to PVPC no later than Friday, May 11th, 2001.
3. Register employees for Bike Commute Week 2001 at the work site or they may register at a community site (the list will be made available). A registration insert is included for copying and distributing to all employees.
4. Provide free breakfast for all employees who bike to work (or get them to the community breakfast in participating communities). Check the PVPC and MassBike websites for updates.

How do we generate participation?

- Host a registration event in the lobby of your building a week or two prior to the event to drum up interest and get those butts movin'! Rewarding employees – water bottles, give-aways, or other company perks (extended lunch-time) are great ways to motivate.
- Advertise your company's participation through in-house publications such as newsletters, bulletins, or email.
- A poster, which we would gladly provide, placed near bicycle racks areas is a great way to gain the support of those who already bike to work.
- Host an event – a community breakfast or potluck dinner – on the day of the event for those who participate.

Announce your results! Even if your organization does not win its respective category, everyone who participates is a winner! Be certain to recognize and thank those who chose to bike to work.

Tell us your plans; we would love to hear about your ideas, what you are doing -perhaps we can lend some assistance or learn something ourselves?

Corporate Challenge
Employee Registration Form

To register for Bike Commute 2001, May 13th-19th, fill out this form and return it to either your worksite coordinator or to Catherine Ratte @

Pioneer Valley Planning Commission

26 Central Street
West Springfield, MA
413/781-6045

I pledge to bike to work during BCW 2001 (please print)

Name _____

Address _____

City/Town _____ **Zip** _____

Phone _____

Employer _____

How do you regularly commute? _____

I am commuting from _____ **to** _____
Please be specific (e.g. Amherst, Northampton, Hadley, Springfield, Wilbraham, Holyoke, Westfield, or other).

How many miles is your commute? _____ **Do you commute round-trip/one way?** (circle one)
How many days per week do you commute to work? _____

"I hereby assume all risks inherent in any physical activity and release and hold harmless any event organizers, and their employers of any claims and liabilities arising from participation in this event. I have full knowledge of the risks involved and am fit to participate in this event."

Signature _____ **Date** _____

For more information and updates on BIKE COMMUTE WEEK 2001, contact PVPC @ 413/781-6045 or www.pvpc.org.

Company Registration Form

Return the Company Registration Form by May 11th to:

Pioneer Valley Planning Commission
26 Central Street
West Springfield, MA
Attention: Catherine Ratte
FAX: 413/732-2593

Yes, we accept the challenge! Our company will participate in the Bike Commute Week 2001 Corporate Challenge May 13th-19th, 2001.

Please Print

Company's Name_____

Address/Zip_____

Total # of Employees_____

Challenge Coordinator/Contact _____

Phone_____**Fax**_____**Email**_____

Does your company provide: (circle)

Bicycle Parking	**yes / no**	**Shower/Locker Facilities**	**yes / no**
Safety Materials	**yes / no**	**Cycling Club**	**yes / no**

Will your company provide a free breakfast for bike commuters during Bike Commute Week?
yes / no


Bike Commute Week 2000
B.R. 2000
Corporate Challenge

BIKE COMMUTE WEEK 2000: THE CORPORATE CHALLENGE

What Is It?

The Pioneer Valley Planning Commission is sponsoring the Bike Commute Week 2000 Corporate Challenge as part of the region's first annual bike commute event! The corporate challenge is designed to encourage employers and employees to consider bicycling to work as a fun, healthy, and environmentally friendly mode of transportation. As an added incentive to participate, PVPC will be rewarding those members of the business community who participate with prizes throughout the summer.

How Does It Work?

PVPC has designated May 14th-20th as "Bike Commute Week." Employers are asked to register for this friendly business challenge, where area businesses will compete against each other in various categories (e.g. "most cyclists participating"). Each company who joins the challenge will be asked to register employees who pledge to bike to work on at least one of the days during the week. A list of registered cyclists should be submitted to Catherine Ratte, PVPC, by Thursday, May 11th, 2000. The company with the largest percentage of pre-registered employees within their class is the winner! Questions, call the Bike Commute Hotline at 413/781-6045.

The Classes Are As Follows:

Class A: 1-25 employees
Class B: 26-50 employees
Class C: 51-100 employees
Class D: 101-250 employees
Class E: 250 + employees

Want To Make Biking A Part Of Your Future?

Bicycle parking: Does your business provide secure racks and other methods encourage employees to ride their bike to work?

Safety Materials: Does your business provide literature to employees on such things as helmet use and "how to" ride safely while sharing the road with other modes of transport?

Facilities: Does your business offer employees a place to shower, change and store their belongings, facilitating and encouraging bicycle commuting?

Cycling Clibs: Does your business have an organized group of cyclists so as to foster a support system for new riders and create camaraderie for the old?

These are all things that you can do to ensure that bicycle commuting is not just for the week, but a way of life for those wanting a change - to save money, time and improve health in the process. Start now to consider ways to implement these measures by the next event…Bike Commute Week 2001! For additional information on how your business can make the transition, contact Catherine Ratté at PVPC 413/781-6045, the Massachusetts Bicycle Coalition at Massbike.org and Caravan for Commuters at 617/973-7189.

Should My Company Participate?

Companies who support bicycling as a transportation alternative will be recognized as organizations who care about their bottom-line and the community that supports it. By supporting bicycle transportation you are promoting a healthy lifestyle for employees, assisting in the reduction of air pollution, and saving money on parking costs.

How Do We Participate?

Participating in the Corporate Challenge is easy! Every registered participant is automatically eligible for "Do the M.A.T.H." prizes to be awarded throughout the summer.

1. Designate a Corporate Challenge bike coordinator.
2. Pre-register your company by filling out the form below and mailing or faxing it to PVPC no later than Thursday, May 11th, 2000.
3. Register employees for Bike Commute Week 2000 (see registration insert to be copied and distributed to all employees); all registrations must also be in to PVPC by May 11th.

How Do We Generate Participation?

- Host a registration event in the lobby of your building a week or two prior to the event to drum up interest and "get those butts movin'." Rewarding employees – water bottles, giveaways, or other company perks (extended lunch time) – are great ways to motivate. (Call PVPC at 413/781-6045 if you'd like a speaker)
- Advertise your company's participation through in-house publications such as newsletters, bulletins, or email.
- A poster, which we would gladly provide, placed near bicycle racks areas is a great way to gain the support of those who already bike to work.
- Host an event – a community breakfast or potluck dinner – on the day of the event for those who participate.

Announce your results! Even if your organization does not win its respective category, everyone who participates is a winner! Be certain to recognize and thank those who chose to bike to work. Tell us your plans; we would love to hear about your ideas, what you're doing-perhaps we can lend some assistance or even learn something ourselves?

Company Registration Form

Yes, we accept the challenge! Our company will participate in the Bike Commute Week 2000 Corporate Challenge.

Company's Name: _____
(please print)

Address: _____

City/Town: _____ Zip: _____

Challenge Coordinator/Contact: _____

Phone: _____ Fax: _____

E–mail: _____ Total # of Employees: _____

Does your company provide:

Bicycle Parking	☐ Yes	☐ No	Safety Materials	☐ Yes	☐ No
Cycling Club	☐ Yes	☐ No	Shower/Locker Facilities	☐ Yes	☐ No

Mail in or fax company registration form by May 11th to:

Pioneer Valley Planning Commission
26 Central Street
West Springfield, MA 01089
Attn: Catherine Ratté
Fax: 413/732-2593

CORPORATE CHALLENGE
Employee Registration Form

To register for Bike Commute 2000, May 14th-20th, fill out this form and return it to either your worksite coordinator or to Catherine Ratté at

Pioneer Valley Planning Commission
26 Central Street
West Springfield, MA 01089
413/781-6045

I pledge to bike to work during BCW 2000

Name:_____
(please print)

Address _____

City/Town:_____ Zip: _____

Phone: _____

Employer: _____

How do you regularly commute?_____

I am commuting from _____ to _____
Please be specific (e.g. Amherst, NoHo, Hadley, Springfield, Wilbraham, Holyoke, Westfield, or other).

How many miles is your commute, round-trip? _____

How many days per week do you commute to work?_____

"I hereby assume all risks inherent in any physical activity and release and hold harmless any event organizers, and their employers of any claims and liabilities arising from participation in this event. I have full knowledge of the risks involved and am fit tom participate in this event."

Signature _____ Date _____

For more information and updates on BIKE COMMUTE WEEK 2000, contact PVPC @ 413/781-6045

Appendices: For the Week

MASS HIGHWAY

Federal Highway Administration

Pioneer Valley Bike Commute Week 2000

PRIZES!

May 14th to 20th

Ride Your Bike!

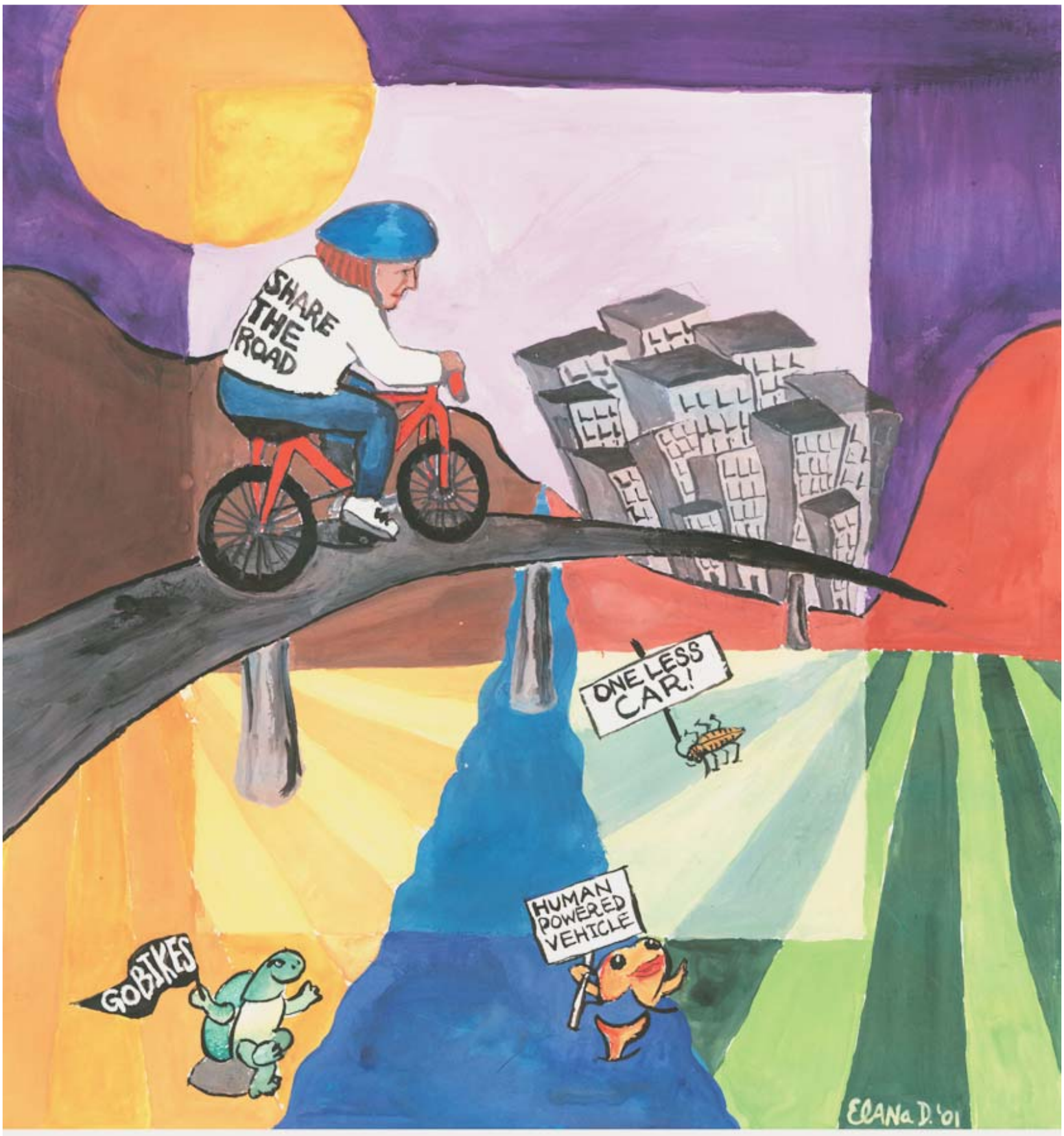
Make A Difference!

Have Some Fun!

PVPC

Bikes Belong

Pioneer Valley Bike Commute Week



May 13th to 19th, 2001

Pioneer Valley Bike Commute Week

Bikes Belong!

Make a Difference

May 13th to 19th, 2001

Ride your Bike to Work, School or Play!
It's good for you, your wallet, and your community.

Sponsored by the Pioneer Valley Planning Commission and MassBike
Supported by Cooley Dickinson Hospital, Easthampton Greens, Laughing Dog Cyclery and Valley Bicycles
Information: www.PVbikeweek.com
or call Catherine Ratté at 413/781-6045, email at cratte@pvpc.org

Calendar of events

SUBJECT to Change—please confirm details by calling the community contact listed below or look at www.PVbikeweek.com

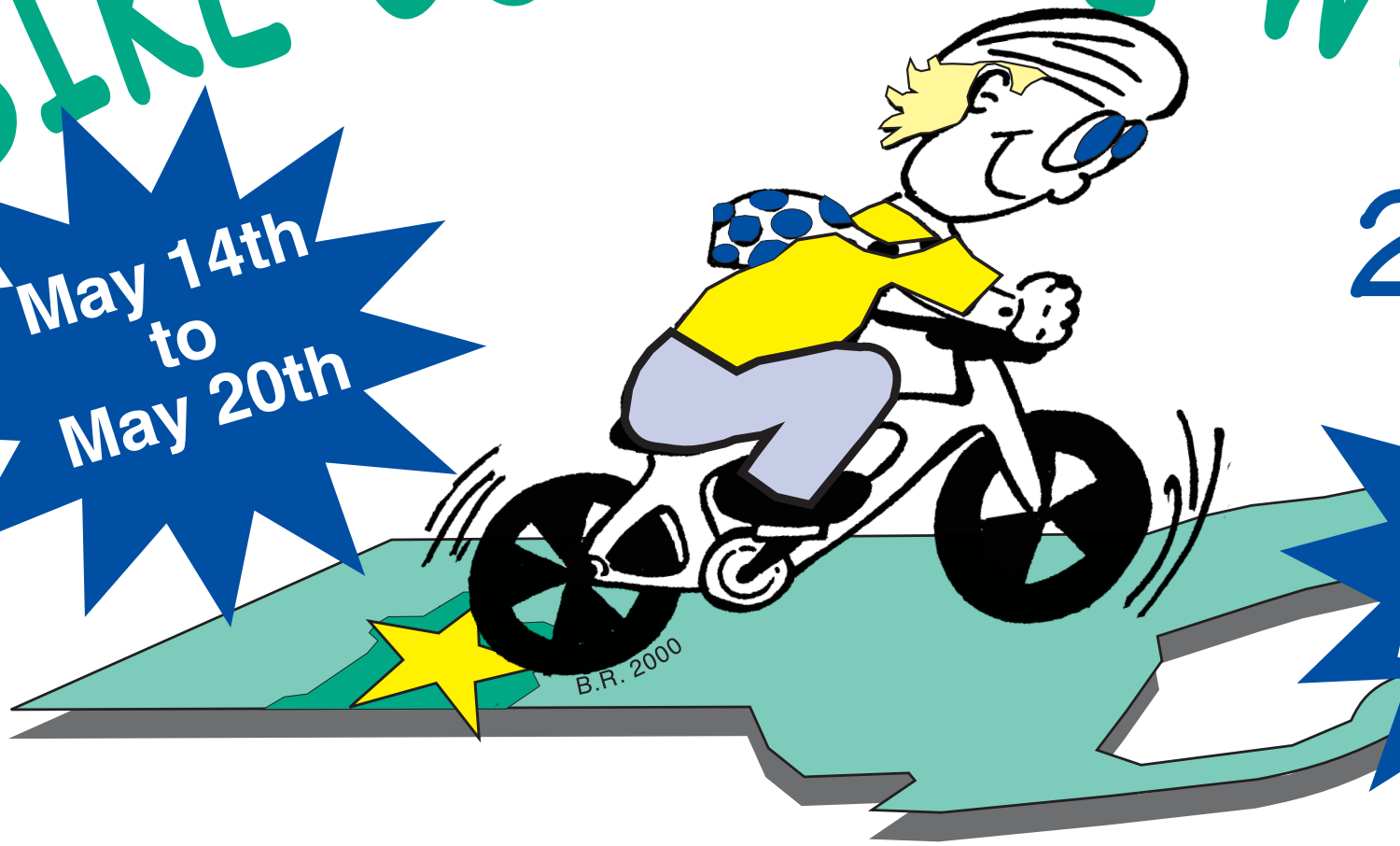
Sat. / Sunday May 12-13	Monday May 14	Tuesday May 15	Wednesday May 16	Thursday May 17	Friday May 18	Saturday May 19
Regional Ride Saturday around the Pioneer Valley: a 125 mile supported ride Contact Don Podolski 562-5237	**Holyoke** Breakfast for bicyclists at Heritage State Park 7:00-9:00 a.m. and at employers around town Contact Elbert Bowler 788-1181	**Chicopee** Breakfast for bicyclists at City Hall 7:00 -9:00 a.m. Contact Sabine Dietrich 781-6045	**Northampton** Breakfast for bicyclists, corner of Main and King Streets 7:00 -10:00 a.m Contact Jim Desmond 584-6441 **Easthampton** Breakfast for bicyclists at the Common Contact Bill Burgart 527-9080	**Amherst** Breakfast for bicyclists at UMASS - Campus Pond 8:00 -11:00 a.m. 5:30 p.m. Campus Pond - 5-mile tour of bike facilities Contact Tracy Zafian 256-3230 Rob Hendry 545-6585	**Springfield** Breakfast for bicyclists 7:00 -9:00 a.m. Contact Tina Manos 748-3495 **Greenfield** Car-free, free lunch Greenfield Comm. College Contact Mark Skinder 774-6051	**Chicopee** Bike rodeo at Boy's & Girl's Club Contact Liz Zielinski 538-8994

All breakfasts are free for bicyclists!

Pioneer Valley

BIKE COMMUTE WEEK 2000

May 14th to May 20th



Ride Your Bike!

Make A Difference!

Have Some Fun!

do the $MATH don't drive alone


MASS HIGHWAY


Federal Highway
Administration


PVPC


2000
MILLENNIUM
LEGACY
TRAIL


22
NEWS
Working for You


CARAVAN
Serving Massachusetts Commuters.


NESEA
NORTHEAST SUSTAINABLE ENERGY ASSOCIATION


MAKING
BIKES BELONG
Mass Bike


WRNX
100.9FM


AMERICAN
LUNG
ASSOCIATION®
of Western
Massachusetts


Big Y
WORLD CLASS MARKET™


AMERICAN
EXPRESS


PVTA
OUT OF THIS WORLD SERVICE℠

Pioneer Valley

BIKE COMMUTE WEEK 2000

May 14th to May 20th

Ride your bike to work, school or play!
It's good for you, your wallet and your community!

PRIZES!

Preregister and receive a free bike map
contact Catherine Ratté @

Pioneer Valley Planning Commission
26 Central Street
West Springfield, MA 01089
413/781-6045
Fax 413/732-2593
cratté@pvpc.org

Ride Your Bike! Make A Difference! Have Some Fun!

Join us and help celebrate Bike Commute Week 2000!

do the $MACH don't drive alone

For calendar updates, check out the PVPC website @ www.pvpc.org.

Sat/May 13
Regional
- Ride around the Pioneer Valley: a 125 mile bike ride

Contact
Don Podolski
562-6237

Sun/May 14
Regional
- Bike rodeos around the Valley

Contact PVPC
781-6045

Mon/May 15
Holyoke
- Free breakfast at Heritage Park
- Live music
- Ride with the mayor to work or school
- Prizes and ceremonies at day's end

Contact
Elbert Bowler
788-1181

Tue/May 16
Westfield
- Free breakfast @ The Farmer's Daughter: 7-8:30am
- Historic bike tour: noon
- Bicycle safety @ The Children's Museum
- Women's bike ride followed by a tea social @ Foxglove's Tea Room: 2-4pm
- Road & mountain bike rides followed by pizza: 6pm

Contact
Don Podolski
562-6237

Wed/May 17
Northampton
- Celebrate the Norwottuck Network Massachusetts Millenium Trail
- Free community breakfast
- Group rides to work
- Bike clinic
- Closing Ceremonies followed by food & fun

Contact
Jim Desmond
584-6441

Easthampton
- Breakfast on the common

Contact
William Burgart
527-9080

Thur/May 18
Amherst & Hadley
- Free community breakfast @ three sites
- Group rides to work and school
- Special bike film Presentation: "Breaking Away"

Contact
Nathan Salwen
256-6463 or
Lolo Wasserman
587-9668

Fri/May 19
Springfield
- Trevor Young: Professional Team Schwinn Rider
- Maintenance & safety
- BayState demo: health benefits of cycling
- Sheraton "spin" class
  All @ Court Square
- Historic walking tour of Springfield. Meet @ Springfield Armory: 1:30pm

Contact
Kerisa Perazella
787-6020

Sat/May 20
Holyoke
- Reclaiming Holyoke's Neighborhood Streets: A pilot project with "The Father of Traffic Calming"–David Engwicht

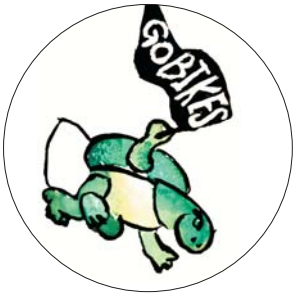
Regional
- Historic Bike Tours around the Valley

Contact PVPC
781-6045

PVPC · Millennium Legacy Trail · American Lung Association of Western Massachusetts · Mass Highway · Mass Bike · Caravan Serving Massachusetts Commuters. · NESEA · 22 News Working for You · PVTA · WRNX 100.9 FM · American Express · Big Y World Class Market


ONE LESS CAR!


HUMAN POWERED VEHICLE


GO BIKES

Pioneer Valley

Bike Commute Week 2000

Registration Form

Thank you for riding in the First Pioneer Valley Bike Commute!

Please take a few moments to fill out this registration form. It is very important to gather information that will help us justify FUNDING for next year. We are also interested in finding out what parts of our outreach and publicity efforts worked, and what did not.

Name:_____ Gender: _____ male ____ female

Street Address:_____ Age: _____ years

City/Town:_____ Zip:_____

Phone:_____ E-mail:_____

How did you hear about Pioneer Valley Bike Commute 2000? (check all that apply)

☐ posters around town ☐ television report ☐ radio report ☐ newspaper ☐ from a friend

☐ PVPC website ☐ employer ☐ other (describe)_____

I commuted by bike today for (check ALL that apply):

☐ work ☐ school ☐ shopping/errands ☐ other (describe)_____

My primary bike trip today is for (check ONE answer, relevant to your primary role):

☐ work ☐ school ☐ shopping/errands ☐ other (describe) _____

On average, during the past month, how often did you commute by bike for the primary purpose checked above?

(check ONE answer)

☐ 0 days ☐ 1-2 days a week ☐ 3-4 days a week ☐ 5-7 days a week

☐ 1-2 days during the month ☐ **Check here if the address your wrote above is the ORIGIN of your primary trip today.**

Address for the DESTINATION of your primary trip today:

Name of company/store/school etc._____

Street Address:_____

City/Town:_____ Zip:_____

The one-way distance cycled for the primary trip today is_____ .____ (miles and tenths)

The round-trip distance cycled for the primary trip today is_____ .____ (miles and tenths)

continued on next page

Why did you ride your bike today?

_____

_____

_____

Was this week (May 14-19) the first time you rode your bicycle during this past month? ☐ yes ☐ no

On average, during the past month, how often did you ride a bike for any reason–commuting, recreation, exercise, etc?
(check ONE answer)

☐ 0 days ☐ 1-2 days a week ☐ 3-4 days a week ☐ 5-7 days a week ☐ 1-2 days during the month

On average, during the past month, what was your distance cycled per week for all reasons–commuting, recreation, exercise, etc?

_____ . ___ (miles and tenths) per week

Which best describes you? (check ONE answer)

☐ I ride my bike mostly for commuting

☐ I ride my bike mostly for non-commuting purposes (e.g. recreation, exercise, etc.)

How would you describe your bicycling ability: (check ONE answer)

☐ no worries–very comfortable in all situations

☐ competent–I can ride anywhere, but I prefer not to ride in much automobile traffic

☐ basic–I can ride, but I don't have much experience/skill

☐ nervous–riding today was kind of a big deal for me

With regard to your overall physical activity, about how many days per week during the past month did you accumulate 30 minutes or more of at least moderate-intensity* activity?

_____ days per week

*Moderate intensity is the effort a healthy individual might expend while walking briskly (15 to 20 minutes to walk one mile), mowing the lawn, dancing, swimming, or bicycling on level terrain, for example.

With regard to your overall physical activity, about how many days per week during the past month did you accumulate 20 minutes or more of at least vigorous-intensity* activity?

_____ days per week

*Vigorous intensity is the effort a healthy individual might expend while jogging, mowing the lawn with a nonmotorized push mower, chopping wood, participating in high-impact aerobic dancing, swimming continuous laps, or bicycling uphill, for example.

What is/are the major barrier(s) that prevent you from bike commuting more often?

_____

_____

_____

Would you like to help make sure there is a Pioneer Valley Bike Commute 2001? ☐ yes ☐ no

Thank You!

For more information or to mail or fax registration form contact Catherine Ratté at

Pioneer Valley Planning Commission
26 Central Street
West Springfield, MA 01089
(413) 781-6045 Fax: (413) 732-2593
cratte@pvpc.org

PVPC
Pioneer Valley Planning Commission
26 Central Street
West Springfield, MA 01089

Place Stamp Here

do the $MATH
don't drive alone

Trip Log

STEP 1

Use this chart each week to fill out where you went, how you got there, and how far you went. Don't forget to add in the extra trips you eliminated by combining trips.

Day	Trip Purpose	Mode (Method of transportation or avoided trip)	Miles (Miles traveled or saved)
Monday	Examples: Drove to work	car	12
	Bank	avaoided	4
	Bank/Postoffice	bike	18
Tuesday			
Wednesday			
Thursday			
Friday			
Sat./Sun.			

Add your weekly totals here according to the mode you used to get around and transfer to TOTALS on next page.

Weekly Totals	
Bicycle	
Walk	
Bus	
Carpool	
Avoided Trips	
Drive Alone–Car	
Other	

Do the MATH . . . don't drive alone

Save *Money*

Driving a car alone is the most expensive way to get around. With gas prices high, you can save a lot of money by biking, walking, carpooling, taking the bus, or avoiding or combining trips. "Do the MATH" in the worksheet below and find out how much money you have saved by not driving alone!

Reduce *Air* Pollution

Do your part to clean up the air we all have to breathe. Air pollution is one of the most serious health threats to residents of the Pioneer Valley. Our own cars, light trucks, and SUVs are a large part of the problem because they emit several pollutants into the air that combine to form ground-level ozone. Breathing ozone can damage lungs and aggravate asthma and other respiratory problems. Just remember—don't drive alone and we won't breathe ozone!

Save *Time*

Many of our everyday trips can be avoided by combining trips. Try planning ahead or combining errands. For example, when you go to the food store, shop for the week or stop at the store on the way home from work. Taking the bus can also mean using your commute time better to read or just relax instead of gripping the steering wheel. If you walk or bike to work, you save time by exercising during your commute instead of having to exercise at another time!

Get *Healthy*

Try integrating some exercise and fresh air into your whole day by walking or bicycling to work or school, to the store, or to a bus stop. You'll feel better and, best of all, it costs less than a health club membership and less than driving a car. Keep track of how far you walk or bike instead of driving and calculate the number of calories you burn!

This project is funded by the Federal Highway Administration through the Massachusetts Transportation Demand Management Program in cooperation with the Massachusetts Executive Office of Transportation and Construction.

Do the MATH is part of a collaborative effort to improve air quality in the Pioneer Valley. The Pioneer Valley Planning Commission is partnering with numerous organizations and individual communities in the region to organize and promote events throughout the region. Do your part and participate in the following events near you:

- Northeast Sustainable Energy Association's ***Kids Getting Around the Pioneer Valley*** activities in Amherst and Greenfield: April 1-14,
- Amherst ***Give Your Car A Break*** Week: April 22-30
- ***Ride Share for Clean Air*** (American Lung Association): May 7-12
- ***Pioneer Valley Bike Commute 2000:*** May 14-20
- ***Do the MATH*** weekly contest to track how you get around: April 2 – September 30
- ***Daily Ozone Forecast:*** (Mass Department of Environmental Protection & American Lung Association) Call 800-882-1497 for daily air quality forecasts.
- ***Try Transit Week*** (Pioneer Valley Transit Authority) September.

* For more information about any of these events contact the Pioneer Valley Planning Commission at 413-781-6045 or look on our web site at www.pvpc.org.

STEP 2 Put weekly totals from Trip Log here and use these numbers to multiply across

Let's do the MATH

Name: _____

Address: _____

_____

Phone: _____ E-Mail: _____

		Save Money		Reduce Air Pollution		Get Healthy
Mode	**Weekly Miles**	**Your Cost per Mile** (multiply the number of miles by the factor)	**Driving Cost** (cost per mile of driving a car alone)	**Your Emissions** (grams of Hydro-carbons per mile)	**Car Emissions** (grams of Hydrocarbons per mile, if driving a car alone)	**Calories** (burned per mile)
Bicycle		x $.06 =	x $.42 =	x 0g =	x 2g =	x 45 =
Walk		x $.00 =	x $.42 =	x 0g =	x 2g =	x 80 =
Bus		x $.07 =	x $.42 =	x 0.2g =	x 2g =	If you walk or bike to work or school, you save time by exercising during your commute instead of sitting in a car and then taking time at the gym to exercise.
Carpool		x $.21 =	x $.42 =	x 1g =	x 2g =	
Avoided Trips		x $.00 =	x $.42 =	x .0g =	x 2g =	
Drive Alone–Car		x $.42 =	x $.42 =	x 2g =	x 2g =	
TOTALS	(Add the numbers in each colum)					

Fill in the appropriate amounts and find your Total Cost Savings and Total Hydrocarbons Reduced.

_____ (Driving Cost) — _____ (Your Cost per mile) = ☐ *Total Cost Savings*

_____ (Car Emissions) — _____ (Your Emissions) = ☐ *Total Hydrocarbons Emissions Reduced*

Sources: AAA, Pioneer Valley Transit Authority, American Public Transit Association, U.S. EPA, Federal Highway Administration, and the Pioneer Valley Planning Commission.

STEP 3 Cut out and mail in a completed form each week-from April to September to win great prizes. Prizes will be awarded each week through a random drawing of entries. If you submit more than 10 entries, you'll be eligible to win the grand prize-a new bicycle. Additional copies of this form are available on our website-www.pvpc.org or at your public library, town hall, and at Big Y stores throughout the Valley or feel free to photo copy the from.

Pioneer Valley Bike Commute Week

Why Bike?

May 14-20, 2000 is Pioneer Valley Bike Commute Week

This is your chance to try bicycling to work, school, shopping or just for fun. It's efficient. It's economical. It's healthy. It's ecological. And it's fashionable. Too often overlooked and underrated, the bicycle is the one of the simplest, and most pleasurable, ways to get healthier while helping the environment.

Bicycling's Benefits:

Money
Add up what you spend getting to work every day. Bicycle commuting saves you parking fees fuel costs, auto maintenance costs, and transit fares. A new bicycle and cycling gear would pay for itself in a few months. The largest costs of automobile ownership are paid for up front: insurance and car payments. You might be able to save as much as 25 percent of your income if you can replace your car or second car with a combination of bicycling, transit, and an occasional cab or rented car.

Air
Automobiles are the single largest source of air pollution in the United States. Short trips, those that are most bikeable, are up to three times more polluting per mile than long trips. More bicycle use means less benzene, cyanide, lead, carbon monoxide, CFCs, sulfates, and ozone in the air we breathe. An average four-mile round-trip bike commute prevents nearly 15 pounds of particulates and gasses from contaminating our air. And since the bicycle season matches the ground-level ozone season, by biking instead of driving, you contribute to pollution prevention when it is most needed.

Time
Even the most powerful sports car crawls in congested traffic, which a bicycle can ride around. And parking a car can be a time consuming hassle, but you can park a bicycle quickly and close to your destination.

Health
Bicycle commuting is a great way to squeeze regular exercise into a hectic schedule. Commuting time can be used to stay in shape instead of sitting frustrated in traffic. Bicycle commuting can get you to work on time more often, put you in a better mood, and help you do your job better. And when you are in better shape, you will get sick less often.

So get out there and give it a try during Pioneer Valley Bike Commute 2000!

Pioneer Valley Bike Commute Week

The Top Ten Excuses for not Commuting By Bike

10. I need my car to get to work.
Many transportation tasks could be handled equally well if not better by bike. Meet with your employer and see if your company might not benefit from a more environmentally friendly image if you conducted your business by bike. Consider that many traditional tasks adapt well to cycling, whether it's police work, meter reading, postal delivery, getting to a meeting, etc.

9. I'd have to get up much earlier if I rode my bicycle.
You'd be surprised! Because of traffic in urban areas, cycling generally takes less time than driving for distance of three miles or less, and about the same time for trips of three to five miles. But even if your commute is longer, 30 minutes of extra sleep won't be nearly as invigorating as an early morning ride. You'll arrive at work alert and refreshed. Likewise, your evening ride home should leave you more relaxed since you won't face the aggravation of sitting in rush hour traffic. And you won't have to rush off to an evening workout to unwind. You'll already have accomplished that! Also, don't forget your savings of money, and air pollution prevention as you eliminate visits to the gas pump.

8. I'm out of shape.
You won't be for long! If you eave yourself plenty of time and go at an easy pace, you'll find cycling no more difficult than walking. As you ride more, you'll ease your way into better shape, building fitness that is an integral part of your schedule. If you have health problems, consult your family doctor for suggestions on getting started.

7. I can't afford a special commuting bicycle.
You don't need one. Your old beater bike gathering dust in the garage will suffice if properly adjusted and maintained, and it's less attractive to thieves. If you have a recreational bicycle you can outfit it with a lightweight rack and bag or use a fanny pack to carry necessary commute items. With the fixed cost or operating an automobile at around 30 cents/mike, the money you would save commuting by bicycle on an average 10-mile round trip would buy you a $400 bicycle in six months time. (Not to mention, "doing the MATH—the money, air pollution prevented, time savings and health benefits…")

6. I have to dress nice for work.
Some bicycle commuters simply ride in their business attire; they seem to command more respect from motorists. Most ride in casual or cycling clothes and change when they arrive. You can carry your change of clothes in a pack or in panniers on the bike or even transport them back and forth on the days when you don't ride.

5. There's no secure place for my bike.
There is probably a storage room or closet where your bike can be secured behind a locked door. Maybe you can even take it to your office—what a status symbol! Or check and see if parking is available in nearby buildings or garages. Otherwise, fasten it to an immovable object with a U-bolt lock, preferably where you can see it.

4. I can't shower at work.
Depending on the weather, you may not need a shower if you ride at a leisurely pace. If you do, take a washcloth, soap, towel and deodorant and clean up at a restroom sink. Or look for a public facility or health club within walking distance of your workplace where you can shower. Then encourage your employer to install showers where you work.

3. It's rainy or cold.
Start as a fair weather bicycle commuter—when the forecast is bad, don't bike. Some people may conquer the elements and commute every day, but it doesn't mean you have to. If you only ride when the weather report is favorable, it will still make a dramatic improvement. The more you enjoy bicycle commuting, the more you'll look forward to your daily ride. You may eventually decide to invest in rainwear and cold weather gear so you can commute year-round!

2. I'd have to ride in the dark.
Wear light-colored reflective clothing; use a good lighting system and choose a route that avoids major thoroughfares. There are a variety of bike mounted lights that can help you see and be seen.

1. It's not safe to ride in traffic.
The fear of riding in traffic is much greater than the actual danger. Minimize risk by riding properly—visibly and predictable. In stop and go traffic, a fit cyclist can generally keep up with the traffic flow, so it's acceptable to maintain your place in the roadway. Hugging the curb invites danger as cars try to squeeze past you. To help prevent injury, always wear a helmet. You can also reduce the risk of riding in traffic by taking an Effective Cycling class and by using less-congested secondary roads. You may travel a few extra miles, but you might enjoy the ride more, a worthwhile trade-off.

Pioneer Valley Bike Commute Week

Tips for a Safer Ride

Remember that your bicycle is a vehicle. You follow the same rules of the road, and you have the same rights and responsibilities, as when driving a car.

Be predictable
Operating outside the rules of the road is unexpected and may lead to crashes.

Be visible
Wear bright colors during the day. Use reflectors and lights during the night. Make sure others can see you and you can see the road.

Communicate with other drivers
Make eye contact with them to be sure you have been seen. Signal your turns and lane changes.

Be aware of hazards
Watch the road ahead for surface hazards like broken glass, sand and potholes. Watch out for traffic, including pedestrians, at intersections and driveways. Trees, shrubs and fences can create visual screens. Weather and light conditions create visual hazards, too. Adapt your riding style to minimize these and other hazards.

Ride with traffic
Riding against traffic is against the law—as well as being unpredictable—especially to drivers at intersections, driveways or parking spaces. Bike lanes go one-way only, in the same direction as adjacent traffic, unless signed otherwise. Ride at least 3 feet from parked cars to avoid being hit by a suddenly opened car door and to be visible. Always look behind you for traffic before changing your position on the road. Cross railroad tracks at a right angle to avoid getting your front wheel caught and falling.

Ride defensively
Be aware of what is going on around you, and watch for others' mistakes. Some common situations to watch for include: a motorist coming towards you who turns left in front of you; a motorist passing you and then turning right in front of you; a motorist pulling out from a stop sign, driveway, or parking space without yielding to you.

Wear a helmet
Head injuries cause 75% of bicyclist deaths. Recent studies indicate that wearing a helmet can reduce your chance of a head injury by 85%. Protect yourself from the unexpected by wearing your helmet whenever you ride.

Pioneer Valley Bike Commute Week

Is Your Bicycle Ready to Commute?

This checklist will help you equip your bike to do the job. Any bicycle in good working order can be used for commuting. Make sure your bicycle is the right size for you and is properly adjusted. If you are in the market for a new bicycle, check out the hybrids and mountain bikes. Many commuters prefer the fatter tires and upright position for riding in traffic.

Baskets or Panniers
Make the bike carry your stuff. A bicycle woithout carruing capacity is not a convenient way to get to work. A sturdy rear rack is a must. You can strap your briefcase on with a bungy cord or use a basket, panniers, or plastic crate. Carrying capacity will also come in handy for errands on the way home.

Fenders
Fenders will keep you clean and dry in all weather. If it's not raining you can still get dirty from mud and moisture on the road.

Lights
Commuters must be prepared to ride after dark. Minimally, you need a white light in front and a red light in back to make you visible and show which direction you're going. For additional visibility, wear retro-0reflective clothing or attach reflective strips to your bike and/or helmet.

Helmet
Protect a very precious asset. Nobody expects to fall, but it happens to everyone. A helmet can prevent up to 85% of serious head injuries, which cause 75% of bicyclist deaths.

Maintenance
Flat prevention and reliability. Keep your bike in good working order or take it to a bicycle shop for regular tune-ups. Good maintenance is crucial to commuting because you rely on your bike to get you to work on time. Keep the chain and moving parts lubricated. Flats can be prevented by using Kevlar belted tires or tire liners and by maintaining proper tire pressure.

Lock
Avoid bicycle theft. Don't wait to get a bike stolen before you get a decent lock. Secure your bike to a solid object, with a good U-lock, and in a conspicuous place. Quick-release components are easy to steal; either remove them when you park or secure them with cables. If your bike is too valuable to leave outside, bring it inside. If you can afford it, get a second, inexpensive bike for commuting.

Pioneer Valley Bike Commute Week

Bicycle Commuting
Thousands Do It—So Why Not You?

The bicycle is the vehicle of choice for thousands of Pioneer valley workers and students. The bicycle is an excellent choice for commuting, providing personal travel at the times and to destinations desired. If you live within five miles of work, the bicycle is often the quickest and most efficient mode of travel. Many bicyclists commute longer distances as well. Commuting to school or work by bicycle can become an enjoyable part of your daily routine.

May 14 to 20, 2000 is the first annual Pioneer Valley Bike Commute Week. Why not try bicycle commuting on just one day (or more) during the week and see if you like it. Check the www.pvpc.org website to see a calendar of events around the region. 7 communities are hosting free breakfasts for bicycle commuters during the week! A little advance planning will make bicycle commuting more enjoyable. Once you establish a routine, bicycle commuting becomes second nature. And it gets easier the more you do it.

Some tips for getting started

First
Check out your bike and yourself, especially if you haven't ridden a bike for a while. Check your bike for lose or broken parts, make sure the brakes work and that there is air in your tires. If in doubt about anything, you can consult one of the many bike shops around the region.

Take a few shakedown rides to get used to your bike and to riding I traffic. Do this at a time when you are not in a hurry so you can stop if you need to, or check out different routes. There are many bicycling clubs in the Pioneer Valley and many books and maps which show beautiful bicycling routes around the Valley. Check at your local bike shop for information or call PVPC for help-413/ 781-6045.

Choose your route carefully. The best way to get someplace by bicycle may not be the same way your drive. Try a few different routes to see how they compare. Most streets in the Pioneer Valley are open to bicyclists (except the Interstate and the Mass Pike!) A few streets have special facilities for bicyclists, and some are designated as bike routes. There are also some off-road facilities that can help you get where you are going.

If you do not want to ride in work clothes, carry them with you and change at your office. Keep a towel and wash cloth at work to make freshening up quick and easy. The best way to carry clothes or other items is on a rack on the back of your bike, or in a backpack. You want to keep your hands free to steer, brake, shift and signal.

Finally, figure out where you will leave your bike during the day. Lock it securely in a bike rack if available, or someplace where it won't be in the way of others. Buy the best lock you can afford.

Please join us during Pioneer Valley Bike Commute 2000, May 14-20. If you need additional information, please contact Catherine Ratté at the Pioneer Valley Planning Commission-413/781-6045 or cratte@pvpc.org.

Appendices: Letters

Bike Commute Week 2000

April, 2000

Dear Prospective Volunteer:

I am writing to you on behalf of the many people supporting the Pioneer Valley's First Annual Bike Commute Week, May 14th – 20th, 2000. Through a collaborative effort of community volunteers, civic organizations and regional advocacy groups, the Bike Commute Project aims to improve our air quality. We want to make it easy for people to switch from always using a car to bicycling every now and then. Ultimately we hope to increase the number of individuals who utilize bicycling as a primary means of transportation. It takes a lot of work to organize a regional bike commute event, and we are well on our way, but we cannot "go it alone." We already have the help of organizations such as the American Lung Association and Mass Bike and we are hoping for yours as well.

The Bike Commute Project consists of three components: (1) the development of bike infrastructure at targeted municipalities and major employers, (2) a sustainability campaign ("Do the MATH…don't drive alone" see enclosed card), and (3) the Bike Commute Week itself. All of these components work at getting people out of their cars and keeping them there. The focus of this letter is Bike Commute Week 2000; for it to be successful, we need hundreds of volunteers. We need people to help with everything from planning and publicity, up to and through the day of the event. While we are doing much of the planning for this event, we cannot succeed without your help. The following is a list, by no means all inclusive, of the tasks with which we need help:

- The distribution of registration and publicity materials;
- Solicitation of goods and services from local businesses; and
- Assist in the set-up, operation, and break-down of events.

Thank you for your consideration and any time and energy which you are able to share with this event. For more information on Bike Commute Week or the benefits of bicycling, please do not hesitate to contact me here at the commission at 413-781-6045 or e-mail at cratté@pvpc.org.

Sincerely,

Catherine Ratté
Senior Planner/Environment & Land Use

Contact Name
Entity
Street Address
City, State Zip

Dear **Contact Name**:

Thank you so much for your help with the Northampton Bike Commute Day on Wednesday, May 17th, 2000. Your donation of **"item donated"** really helped us to have a successful event. We had more than 250 people register as bike commuters that day, and we believe that many more rode and just didn't have the time to register.

As you probably know, Northampton's Bike Commute Day was part of a regional effort to encourage bicycling in the Pioneer Valley. Northampton was our local leader in the number of registered riders, and I think this was due in large part to the way that the whole community came together to support Wednesday's event. As I am sure you know, Northampton's events were organized by an amazing group of six volunteers. The Pioneer Valley Planning Commission (PVPC) did receive a grant from the Massachusetts Highway Department to organize this first ever-regional Bike Commute event, but our funds were limited to materials development and media outreach. Each community had to create their own local event, using their own means. We had events in six different communities all week long, but Northampton was far and away the most successful event. I am enclosing a copy of some of the great media coverage your event received.

We are so grateful for all that you did to make Northampton's Bike Commute day such a HUGE success.

We are planning on continuing to promote bicycling in the Pioneer Valley—with an annual Bike Commute week and with many other projects designed to make it easier to get around on bike in the region. I look forward to working with you again next year.

If you would like to be more actively involved, and/or if you have any ideas, comments, criticisms you would like to share with me to make next year's Bike Commute week even more successful, please do not hesitate to contact me: phone: 413/781-6045 or email: cratte@pvpc.org.

Thank you again for all your support.

Sincerely,

Catherine Ratté
Senior Planner

cc: Northampton Bike Commute week organizing committee—all volunteers!

Pioneer Valley

Bike Commute Week 2000

April, 2000

Dear Business Owner:

I am writing to you on behalf of the many people supporting the Pioneer Valley's First Annual Bike Commute Week, May 14th – 20th, 2000. Through a collaborative effort of community volunteers, civic organizations and regional advocacy groups, the Bike Commute Project aims to improve our air quality. We want to make it easy for people to switch from always using a car to bicycling every now and then. Ultimately we hope to increase the number of individuals who utilize bicycling as a primary means of transportation. It takes a lot of work to organize a regional bike commute event, and we are well on our way, but we cannot "go it alone." We already have the help of organizations such as the American Lung Association and Mass Bike and we are hoping for yours as well.

The Bike Commute Project consists of three components: (1) the development of bike infrastructure at targeted municipalities and major employers, (2) a sustainability campaign ("Do the MATH…don't drive alone" see enclosed card), and (3) the Bike Commute Week itself. All of these components work at getting people out of their cars and keeping them there. Recognizing that people need a little push to "do the right thing," we need prizes and incentives to give people who participate in Bike Commute Week 2000 and "Do the Math...don't drive alone" campaign. While we can never have enough help of any kind, the following is a list of some of the things we need:

- Bike Goods & Services: maintenance (tune-ups), safety (helmets), and bike accessories (rain jacket) and bikes.
- Health-related items: travel (bike tours), sporting equipment (stationary bike), memberships, and "spa days;"
- Food: breakfast, snacks, and dinner;
- Space & Supplies: tables, chairs, kitchen facilities; and
- Music: live or DJ

We welcome any of the above in the form of either donations, discounts (coupons), gift certificates or memberships

All donations are tax deductible.

We need 25 items valued at $100 or more to award as prizes in the weekly drawings of people who send in their "Do the Math..." cards. Prize winners and the business donating the prize will be mentioned on Channel 22 and on WRNX 100.9. We also need prizes of lesser value to give to the thousands of people who will register to ride their bikes during Bike Commute Week, May 14-20.

Thank you for your time and consideration of this event. For more information on Bike Commute Week or the benefits of bicycling, please do not hesitate to contact me here at the commission at 413-781-6045 or e-mail at cratté@pvpc.org.

Sincerely,

Cathrine Ratté
Senior Planner/Environment & Land Use

Pioneer Valley

Bike Commute Week 2000

ITEM DONATION RECEIPT

Bike Commute Week 2000

The Pioneer Valley Planning Commission would like to express its sincere appreciation to:

Name of Individual

Name of Company

Address

City State Zip

Item(s) Donated: Value

Your generosity is making it possible to improve the air quality for the people living in the Pioneer Valley and beyond.

Thank You!

Name of Volunteer Date Event

Contributions are tax-deductable as per MassBike:501(c)(3) designation 1980

- *Do you love to ride your bike?*
- *Do you want to make your community better?*
- *Get involved!*
- *Help make Bike Commute Week happen.*

Pioneer Valley Bike Commute Week

Community Volunteers Meeting

Wednesday
February 28, 2001
6:30 to 8:00 PM

Unitarian Society

BIKE VOLUNTEERS WANTED!!

At this meeting, you will learn how to use your unique knowledge, skills and abilities to make the second annual Pioneer Valley Bike Commute week a huge success.

Target communities are:

- Amherst
- Chicopee
- Easthampton
- Holyoke
- Northampton
- Springfield
- Westfield

for more information, contact:
Sue Bartone, 413-529-9803;
email at: suvius@javanet.com
or Catherine Ratté, 413-781-6045
email at: cratte@pvpc.org

FREE PIZZA FOR ALL VOLUNTEERS!

The Pioneer Valley Bike Commute Week is happening
May 13-19, 2001.

Appendices: Management/Administration

Pioneer Valley Bike Commute Week

Bike Commute Week
Volunteer Tasks/Jobs

Coordinate breakfast site arrangements

Contact business donors of food for breakfast

Publicity and media liaison—contacting ublic figures—proclamation, etc.

Shopping for additional supplies

Set-up of site needs: tent, banner, signs, supplies

Day-of-breakfast work:

- Registration
- Set up and take down
- Recycling/composting/trash
- Food distributing
- T-shirt sales (or distribution)

Poster/flyer design (re-design of regional to make it local)

Distribution of flyers

Coordinate with schools

Coordinate with employers

Other:

- Bike ride
- Video.movie screenings
- Effective cycling class
- Bike parade/fair
- Bike clinics with staff from area bike shops

Pioneer Valley Bike Commute Week

Bike Week Coordinator

$2,000 flat fee for 10 hours/week from start date to 3/30/01 and 20 hours/week from 4/2/01 to 5/25/01

Job description: Coordinate Pioneer Valley Bike Commute Week 2001.

Oversight: Report to Catherine Ratté at PVPC—regularly, via phone, email or in-person. Meet in person bi-weekly until 3/30/01 and then weekly through 5/25/01.

- Have bi-weekly phone, email or in person contact with all community coordinators.
- Assist community coordinators with local fund-raising and participation—especially donations of food and drink for the actual Bike Commute day.
- Liaison between PVPC and community coordinators—distributing materials, assuring good communication, etc.
- Solicit donations from area businesses to support Bike Commute Week 2001 and 2002.
- Document work for inclusion in "How to organize a regional Bike Commute event" kit.
- Write a final report of what you did, lessons learned, suggestions for future efforts.
- Document sources contacted for financial assistance.

1) Tell me about why you are interested in this position

2) What experiences have you had, paid or otherwise, that you think are comparable and/or where you used knowledge/skills/abilities you think you would need to be a successful Bike Week Coordinator

3)Ttell me about your best or most favorite community organizing experience and why it is your favorite.

4) This position needs excellent communication skills—tell me about yours.

5) Why do you think it’s important to promote bicycling?

6) Anything else?

Appendices: Media Outreach

Pioneer Valley

Bike Commute Week 2000

Calendar of Events

Check out the PVPC web-site for calendar updates and rain dates: www.pvpc.org

Saturday—May 13th
Ride around the Pioneer Valley
A 125 mile bike ride.
For more information call Don Podolski 562-5237

❖

Monday—May 15th
Holyoke
Free bike clinics at The Competitive Edge and Highland & Peak bike shops

Community Coordinator Elbert Bowler 788-1181

❖

Tuesday—May 16th
Westfield
Free Breakfast @ The Farmer's Daughter: 7-8:30 am,
Historic Bike Tour: Noon,
Bike Safety @ Children's Museum
Women's Bike Ride followed by Tea Social @ Foxglove's Tea Room: 2-4 pm
Road & mountain bike rides followed by pizza: 6 pm

Community Coordinator: Don Podolski-562-5237

❖

Wednesday—May 17th
Northampton
Free breakfast on the County Courthouse Lawn: 7-10 am
Reading of City Proclamation on the Courthouse Lawn: Dedication of new bike racks: 8:30 am
Group bike ride to the Norwattuck Rail Trail (Damon Road): 8:45 am
Bike Commute Day Fair w/free bike clinic & antique bike display: 5-7 pm

Community Coordinator: Jim Desmond 584-6441

Easthampton
Free breakfast @ The Town Common gazebo

Community Coordinator: William Burgart 527-9080

Thursday—May 18th
Amherst and Hadley
Free breakfast @ UMass/Cape Cod lounge: 7-9 am
Free bike clinics at Valley Bike Shop (off Rte 9 location): 4-6 pm

Community Coordinator: Nathan Salwen 256-6463

❖

Friday—May 19th
Springfield
Civic Center Plaza
Trevor Young:Team Schwinn rider,
Display and safety checks: State Line Cycles
Helmet fittings and health benefits of cycling: Baystate Health Systems & Springfield College
"Spin" class demo: Gold's Gym
Bike registration and rider safety - Springfield Community Police
Mayor rides in

Breckwood & Wilbraham Road
Registration/breakfast site for Bike Commute Week participants

Organized Rides
Bike from Rtes. 202 & 116 junction into Downtown Springfield
Bike to Burnett Rd./First Ave. in Chicopee and vanpool into Springfield (State St./Boston Rd. area)

Community Coordinator: Kerisa Perazella 787-6020

❖

Saturday—May 20th
Springfield
Armory Museum
Historic walking tour

Holyoke
Reclaiming Holyoke's neighborhood streets
A pilot project with the Father of Traffic Calming—David Engwicht

printed on recycled paper

Pioneer Valley

Bike Commute Week 2000

Background Information

Contact: **Catherine Ratté, Pioneer Valley Planning Commission, (413) 781-6045**

What It Is

The Pioneer Valley Bike Commute Project is western Massachusetts' first organized effort to promote bicycling as an alternative to automobile use. There are three major components to the project:

Bike Commute Week (May 14-20): A community-based effort to get people on their bikes for the daily commute to work, school, and other activities. Eight Pioneer Valley communities—Amherst, Easthampton, Hadley, Holyoke, Northampton, Springfield, Westfield, and Wilbraham—are hosting bike commute days on a rotating basis from Sunday, May 14 through Saturday, May 20. Each day will feature a variety of activities, food, music, and prizes, as well as information and education about the benefits of bike commuting.

❖ ***Bike Infrastructure Assistance and Training:*** An effort to make it easier for people who want to bicycle more regularly but are confronted by obstacles that make daily bike commuting more trouble than it's worth. Through this component, $25,000 in project funding will be used to stripe bike lanes and install bike parking racks in targeted municipalities and to train employers to design and implement bicycle-friendly roadways as well as to create their own alternative commute programs for employees.

❖ ***"Do the MATH . . . Don't Drive Alone":*** A public outreach campaign to illustrate the benefits of biking (and other alternative modes of transportation) over driving alone by car—saving Money, improving Air quality, saving Time, and improving Health. "Do the MATH" cards can be picked up at Big Y stores in the Pioneer Valley, filled out, and mailed in for regular prize drawings throughout the summer.

Why It's Important

The Pioneer Valley Bike Commute Project aims to make it easier for people to get out of their cars and on their bicycles. Bicycle commuters tend to have the same destinations and work hours as other commuters, so every additional bike means one less car on the road during peak hours—leading to less road congestion and less air pollution.

Who's Involved

Many organizations and individuals in the Pioneer Valley care about air quality, sustainable land use, and maintaining our region's unusually high quality of life. A year ago, many of these like-minded individuals came together to plan Pioneer Valley Bike Commute 2000. Representatives from the Pioneer Valley Planning Commission, MassBike (the state's bicycle advocacy group), the American Lung Association, the Pioneer Valley Transit Authority, municipal government, and the Northeast Sustainable Energy Association (NESEA) took the lead in planning and designing the three-pronged approach to Pioneer Valley Bike Commute described above.

How It Started

Pioneer Valley Bike Commute 2000 is a product of 10 years of evolutionary change in how roads are built and maintained in the United States. In 1991, Congress passed the Intermodal Surface Transportation Efficiency Act (ISTEA), transforming traditional highway funding in the United States. ISTEA mandated that all municipal planning agencies develop plans for regional bicycle and pedestrian improvement projects. While it did not guarantee funding for such projects, ISTEA allowed the use of federal highway funds for bicycle and pedestrian projects. The Transportation Equity Act of the 21st Century (TEA-21) was passed six years later, and it continued to allow innovative bike and pedestrian projects to compete for funds against more traditional transportation projects such as bridges and roads. This year, the Massachusetts Highway Department took advantage of TEA-21 and gave the Pioneer Valley Planning Commission a $98,200 Transportation Demand Management grant to organize the first bike commute week in western Massachusetts.

Pioneer Valley Bike Commute Week

April 26, 2001

PRESS RELEASE

The Pioneer Valley's Second Annual Bike Commute Week is taking place May 13 –19, 2001. Nine communities will host free breakfasts for bicycle commuters: Springfield, Chicopee, Holyoke, Amherst, Hadley, Northampton, Easthampton, Turner's Falls and Greenfield. The goal of Bike Commute Week is to encourage people to commute by bicycle to work, to school and for short trips in their communities. Bike Commute Week is a collaborative effort of the Pioneer Valley Planning Commission, MassBike Pioneer Valley, MassHighway, and dozens of community volunteers and civic organizations.

Each town involved in Bike Commute Week holds a commuter breakfast at a public site in their town. Everyone is invited to ride their bicycle to a local breakfast site, register and have a free breakfast. The breakfast includes coffee, baked goods, fruits and fruit juice. Participants can get official Bike Commute Week t-shirts, bike maps, and complimentary prizes.

Bike Commute Week encourages people to try bike commuting. Many people who ride their bikes during bike commute week realize how great it feels, how relatively easy it is, and how convenient it can be and they start incorporating bike riding into their daily routine. The Pioneer Valley Planning Commission supports bike commute week as part of its efforts to improve air quality and to promote smart growth. If more people ride bikes, that means fewer cars on the road. Fewer cars means less congestion and less air pollution. Less congestion means fewer new roads and more open space.

Major employers in the region are participating in Bike Commute Week by encouraging their employees to commute to work. The Pioneer Valley Planning Commission is helping several local companies establish on-site bike commute programs. Part of Bike Commute week is the "Corporate Challenge"—in which businesses are invited to compete with other businesses to see how many employees they can get to ride bikes during Bike Commute Week. Winners in each category receive prizes.

For detail on breakfast sites in your community, registration forms for the Corporate Challenge and lots of great information about bike commuting, check out the Pioneer Valley Bike Commute website at www.pvbikeweek.com.

Additional supporters of Bike Commute Week are: Competitive Edge Ski and Bike, of Hadley, Holyoke and Longmeadow; Laughing Dog Bicycles, Amherst; Valley Bicycles, Amherst and Trailside, Hadley; Coca-Cola Bottling of Greenfied, Cooley-Dickinson Hospital, the Easthampton Greens, Peter Pan Bus Lines, and the Pioneer Valley Transit Authority. Additional funding is provided by the Federal Highway Administration.

For more information, contact: Sue Bartone, Regional Coordinator, Pioneer Valley Bike Commute Week. Phone: 413-527-9228. Email: suvius@javanet.com

Calendar:

Saturday, May 12 --124 mile supported tour of the Pioneer Valley. Don Podolski, 562-5237, New Horizons Sports.

Monday, May 14, Holyoke -- commuter breakfast, Highland Bike Shop, 917 Hampden Street, from 7 to 9 am. Contact Highland Bikes at 539-9314, or Elbert Bowler at 788-1181.

Tuesday, May 15, Chicopee -- commuter breakfast, City Hall from 7 to 9 am. Contact Sabine Dietrich at 781-6045.

Wednesday, May 16, Northampton and Easthampton – Easthampton: commuter breakfast from 7 to 9 am at the Gazebo on Main Street, across from the City Hall. Contact Bill Burgart for Easthampton's events at 572-9080.

Northampton: commuter breakfast from 7 to 10 am on the Court House grounds, corner of Main and King Streets. Northampton will also hold a Bike Fair at Pulaski Park from 5 to 7 PM, including a free safety bike check clinic, antique bikes, and a bike ride at 6:30 pm. Participants can also win a prize for the most unique bike at this event. Contact Jim Desmond at jdesmond1@aol.com for more information on Northampton's events.

Thursday, May 17, Amherst, Hadley, and Turner's Falls – Hadley: commuter breakfast from 7 to 9 a.m. at Valley Bicycles Trailside Shop in Hadley. Contact: Sofia Bertocci. From the breakfast site cyclists can ride the Norwottuck Rail Trail to Amherst, and have breakfast again!
Amherst: commuter breakfast from 8 to 11 am at the UMass campus, adjacent to the Campus Pond. Amherst is also holding a bike ride at 5:30 PM, beginning at the Campus Pond. Contact Tracy Zafian, 256-3230, or Rob Hendry, 545-6585, for more information on Amherst's events.
Turner's Falls:

Friday, May 18, Springfield and Greenfield. Springfield: commuter breakfast at two sites: Springfield College, and Western New England College. Contact Tina Manos at 748-3495.

Greenfield: free lunch for bike commuters at Greenfield Community College, with a similar event planned for Turner's Falls. Contact: Mark Skinder, 774-6051.

Saturday, May 18 is the final event of the week, a bike rodeo at the Boy's and Girl's Club in Chicopee. Contact Liz Zielinski, 538-8994 for this event.

Pioneer Valley

Bike Commute Week 2000

Press Release

CONTACT: Catherine Ratté, Pioneer Valley Planning Commission (413) 781-6045

FOR IMMEDIATE RELEASE
April 26, 2000

PIONEER VALLEY BIKE COMMUTE WEEK
MAY 14–20

The Pioneer Valley's first Bike Commute Week is scheduled for Sunday, May 14 through Saturday, May 20 in eight participating communities: Amherst, Easthampton, Hadley, Holyoke, Northampton, Springfield, Westfield, and Wilbraham.

Bike Commute Week will offer Pioneer Valley residents a fun, community-supported opportunity to commute to work, school, and activities on their bicycles. Bikers are welcome to participate in activities held in any of the host communities.

For more information about activities planned in these communities, contact any of the official community coordinators:

Amherst**: Nathan Salwen, phone (413) 256-6463, e-mail salwen@physics.harvard.edu**
Easthampton**: William Burgart, phone (413) 527-9080**
Hadley**: Lolo Wasserman, phone (413) 587-9668, e-mail lolowass@hotmail.com**
Holyoke**: Elbert Bowler, phone (413) 532-4464, e-mail treble@javanet.com**
Northampton**: Jim Desmond, phone (413) 584-6441, e-mail jdesmond1@aol.com**
Springfield**: Kerisa Perrazella, phone (413) 787-6020, e-mail kerisa@hotmail.com**
Westfield**: Don Podolski, phone (413) 568-7514, e-mail podo@prodigy.net**
Wilbraham**: Mark Kent, phone (413) 732-3141, e-mail mekent@charter.net**

Bike Commute Week is part of the Pioneer Valley Bike Commute Project, a regionwide campaign to show citizens, employers, and local officials the benefits of choosing bikes (and other alternative modes of transportation) over driving alone by car.

Appendices: Planning

Victoria Transport Policy Institute
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"Efficiency - Equity - Clarity"

Quantifying the Benefits of Non-Motorized Transport for Achieving TDM Objectives

by
Todd Litman
Victoria Transport Policy Institute
26 December, 2001

ABSTRACT

This paper examines the degree to which non-motorized travel (walking and cycling) help achieve Transportation Demand Management (TDM) objectives, including congestion reduction, road and parking facility cost savings, consumer cost savings, and various environmental and social benefits. The potential of non-motorized travel as a transportation mode is considered. Potential barriers and problems associated with increased walking and cycling are examined. Specific pedestrian and bicycle transportation encouragement strategies are discussed. This paper updates and expands on the paper "Quantifying Bicycling Benefits for Achieving TDM Objectives," published in *Transportation Research Record*, No. 1441 (Nonmotorized Transportation Around the World), 1994, pp. 134-140.

Note: Unless stated otherwise, cost values in this paper are in 1996 U.S. dollars.

I. Introduction

There are two general approaches to address transportation problems. One is to increase transportation system capacity. The other, called Transportation Demand Management (TDM), is to use existing capacity more efficiently. TDM includes a variety of strategies to encourage travelers to use the most efficient mode for each trip.[1] TDM is often the most cost effective solution when all impacts are considered, and is increasingly used to address various transportation problems.

This paper explores two questions. First, it examines the benefits that result when walking and cycling substitute for automobile travel. It focuses on the benefits that are normally associated with TDM program objectives, such as traffic congestion, infrastructure cost savings and pollution emission reductions. Note that this does not represent the full benefits of improved bicycling and walking conditions, which also includes recreational and tourist benefits, improved exercise and health, and the benefits these modes provide as basic mobility (for example, by providing mobility when somebody cannot drive an automobile).

Second, it discusses strategies to encourage pedestrian and bicycle transport. Many TDM programs focus on transit and ridesharing as the main alternatives to driving, although there is increasing recognition that walking and cycling are also important, on their own for short trips and to provide access to transit and rideshare vehicles. There are a number of specific strategies to encourage more non-motorized transportation which can be incorporated in TDM programs. This report is intended to provide TDM planners a summary of pedestrian and bicycle planning issues and resources.

II. Non-Motorized Transportation Benefits

TDM program objectives include reduced traffic congestion, roadway costs savings, reduced parking problems and parking facility cost savings, user cost savings, and a variety of social and environmental benefits. Transportation improvements, including TDM programs, should be evaluated taking into account all potential benefits and costs. Recent studies provide estimates of total motor vehicle costs, including external and non-market costs.[2] These estimates are used in this paper to calculate potential savings for a shift from driving to non-motorized travel for a typical 2-1/2 mile (4 km) trip under three

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[1] Todd Litman, *Potential TDM Strategies*, VTPI (Victoria; www.vtpi.org), 1999.

[2] Todd Litman, *Transportation Cost Analysis: Techniques, Estimates and Implications,* VTPI (www.vtpi.org), 1999; Mark Delucchi, "Total Cost of Motor-Vehicle Use," *Access* (http://violet.berkeley.edu), No. 8, Spring 1996, pp. 7-13; Pendakur, Badami and Lin, "Nonmotorized Transportation Equivalents in Urban Transport Planning," *Transportation Research Record 1487* (www.nas.edu/trb), 1995, pp. 49-55.

road conditions: urban peak, urban off-peak, and rural trips.[3] Cost estimates can be modified as needed to reflect conditions in a particular community.

[3] In many cases a walking or cycling trip will replace a longer automobile trip. For example, a consumer may choose between walking to a nearby store or driving to a store across town.

A. Congestion Reduction

Traffic congestion increases travel time, vehicle operating costs, stress and air pollution.[4] Walking normally produces no traffic congestion. To analyze bicycle congestion impacts, road conditions are divided into four classes:

1. *Uncongested roads and separated paths.*
   Bicycling on uncongested roads causes no traffic congestion.
2. *Congested roads with space for bicyclists.*
   Bicycling on the road shoulder (common on highways), a wide curb lane (common in suburban areas and newer urban streets), or a designated bike lane contributes little to traffic congestion except at intersections and driveways where other vehicles' turning and lane shifting maneuvers may be delayed. Table 1 summarizes congestion impacts of bicycling by road width, although traffic volume and intersection design are also factors.

Table 1 **Passenger-Car Equivalents for Bicycles by Lane Width**[5]

	< 11 ft. Lane	**11-14 ft. Lane**	**> 14 ft. Lane**
Riding With Traffic	1.0	0.2	0.0
Riding Against Traffic	1.2	0.5	0.0

3. *Narrow, congested roads with low speed traffic.*
   Bicycling on a narrow, congested road when the rider can safely keep up with traffic (common on some urban streets) probably contributes slightly less to congestion than an average car, due to a bicycle's smaller size.
4. *Narrow, congested roads with moderate to high speed traffic.*
   Bicycling on a narrow, congested road when the rider is unable to keep up with traffic can contribute to traffic congestion, depending on how easily faster vehicles can pass.

Congestion is reduced when automobile drivers shift to bicycling under the first three conditions. Only under condition 4 does a shift from driving to bicycling fail to reduce congestion. This represents a small portion of bicycle transport mileage because most bicyclists avoid riding under such conditions, and bicycling is forbidden on urban freeways where congestion costs are usually highest.[6]

Estimated Benefits: Cost estimates for urban peak-period driving range from 5¢ to 30¢ per vehicle mile.[7] This analysis estimates that a shift from driving to non-motorized travel under urban peak conditions provides average congestion cost savings of 16¢ per mile. A shift from driving to walking or bicycling is estimated to provide congestion reduction benefits worth an estimated **40¢** per urban peak trip, and **4¢** per urban off-peak trip. No congestion benefit is assumed for rural travel.

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[4] David Schrank & Tim Lomax, *Mobility Study-1982 to 1996*, TTI (http://mobility.tamu.edu/study), 1998.

[5] *Policy on Geometric Design for Streets and Highways*, AASHTO (www.aashto.org), 1990.

[6] John Forester reaches a similar conclusion in *Bicycle Transportation*, MIT Press (Cambridge), 1983.

[7] Herbert Mohring and David Anderson, "Congestion Costs and Congestion Pricing," *Buying Time*, Humphrey Institute (Minneapolis; www.hhh.umn.edu), 1996.

B. Roadway Cost Savings

Road costs are a function of vehicle size, weight, speed, and, in some regions, studded tire use. These costs average about 3.5¢ per mile for automobiles, with higher costs for heavier vehicles.[8] Bicycles impose minimal roadway costs. Walking imposes minimal roadway costs but uses sidewalks. Sidewalks can be considered to represent "basic mobility" facilities, since they are used by motorists exiting their vehicles as well as by pedestrians on longer trips. Once sidewalks are constructed there is minimal marginal cost to their use by pedestrians. Although many people assume that roads are fully funded through motor vehicle user fees such as fuel taxes, local roads (which pedestrians and bicyclists use most) are mostly funded by local taxes, which residents pay regardless of their travel. Reduced automobile use reduces local government roadway costs.

Estimated Benefits: Shifts from driving to walking or bicycling are estimated to provide roadway cost savings of **10¢** per trip for urban driving and **5¢** per trip for rural driving.

C. Parking Cost Savings

Parking is a major cost of automobile use, and a major subsidy to driving. 80% of commuters and an even greater portion of shoppers use free parking.[9] Typical urban parking facility cost estimates range from $50 to $100 per month, or about $2.00 to $4.00 per day.[10] Bicycle parking costs less. Up to 20 bicycles can be stored in the space required for one automobile, and bicycles are often stored in otherwise unused areas. Pedestrians require no parking (except, perhaps, umbrella stands).

Estimated Benefits: Parking cost savings for drivers shifting to non-motorized travel are estimated here at **$1.50** per urban peak trip ($3.00 per day for commuter parking), **25¢** for urban off-peak trip (short term parking for shopping and errands), and **5¢** per rural trip.

D. User Savings

Walking has minimal incremental user cost. Bicycles are inexpensive to own and operate. People who already own both an automobile and a suitably equipped bicycle save the difference in variable costs. If increased bicycling allows a household to own fewer or less expensive motor vehicles, greater savings can be enjoyed.

Time is another user cost. Although bicycles compete favorably in door-to-door travel times with automobiles for some trips, walking and bicycling are generally slower than driving. This implies increased user costs. However, many people enjoy walking and bicycling and appreciate its aerobic exercise. Any additional travel time for walking and

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[8] *1997 Federal Highway Cost Allocation Study*, USDOT (www.ota.fhwa.dot.gov).

[9] Donald Shoup, "Cashing Out Free Parking," *Journal of American Planning Association*, June 1994.

[10] Douglass Lee, *Full Cost Pricing of Highways*, National Transportation Research Center (Cambridge), Jan. 1995; Mark Delucchi, *Annualized Social Cost of Motor-Vehicle Use in the U.S., 1990-1991*, Vol. 6, Institute of Transportation Studies (Davis), UCD-ITS-RR-96-3 (6), 1997.

bicycling that results from improved facilities or financial rewards (such as cashing out free parking) should not be considered a cost if these are voluntary travel choices.

Estimated Benefits: Automobile operating costs average about 12¢ per mile,[11] with 50% higher costs for peak period urban driving due to stop-and-go conditions. Costs per mile are double for the short trips replaced by walking and cycling due to high fuel and maintenance costs from cold starts. Variable walking and bicycling costs are estimated at 1¢ per mile. Savings are estimated at **85¢** per urban peak trip, and **55¢** per urban off-peak or rural trip. Greater savings are possible when non-motorized travel improvements allow a household to own fewer or cheaper cars.

E. Air Pollution

Walking and bicycling produces virtually no air pollution. Per mile air pollution reductions are large because bicycling usually replaces short, cold start trips for which internal combustion engines have high emission rates, so each 1% of automobile travel replaced by bicycling decreases motor vehicle air pollution emissions by 2% to 4%.[12]

Estimated Benefits: Automobile air pollution costs are estimated to average 1¢ to 13¢ per automobile mile.[13] Many monetized estimates include only a limited portion of total air pollution costs (for example, many ignore particulate pollution), so a relatively high value is appropriate. A conservative estimate is 5¢ per mile for urban peak driving, 4¢ for urban off-peak and 1¢ for rural driving. Since motor vehicle emissions are higher for short trips due to cold starts, per mile emission reductions are doubled, yielding savings of **$.25** per urban peak trip, **$.20** per urban off-peak trip and **$.05** per rural trip.

F. Noise

Vehicle noise imposes disturbance and discomfort. Estimates of noise costs range from 0.2¢ to 5¢ per vehicle mile, depending on location and type of vehicle.[14] Noise costs are greatest on residential streets, where a change in traffic volumes of just a few hundred vehicles per day can significantly affect property values.[15] Since non-motorized travel tends to replace driving on such noise sensitive, residential streets, and peak-period trips

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[11] Jack Faucett Associates, *The Costs of owning and Operating Automobiles, Vans and Light Trucks, 1991*, FHWA (Washington DC), 1992. Based on estimated costs for fuel, fuel taxes, tires, parking and tolls, and maintenance for an "intermediate" size car.

[12] Charles Komanoff and Cora Roelofs, *The Environmental Benefits of Bicycling and Walking*, National Bicycling and Walking Study Case Study No. 15, USDOT, January 1993, FHWA-PD-93-015

[13] Ken Small and Camilla Kazimi, "On the Costs of Air Pollution from Motor Vehicles," *Journal of Transport Economics and Policy*, January 1995; Donald McCubbin and Mark Delucchi, *Social Cost of the Health Effects of Motor-Vehicle Air Pollution*, Institute of Transportation Studies (Davis), August 1996.

[14] Kjartan Sælensminde, *Environmental Costs Caused by Road Traffic in Urban Areas*, Institute for Transport Economics (Oslo), 1992; Dr. Peter Bein, *Monetization of Environmental Impacts of Roads*, B.C. Ministry of Transportation and Highways (Victoria, www.th.gov.bc.ca/bchighways), 1997.

[15] Gordon Bagby, "The Effects of Traffic Flow on Residential Property Values," *Journal of the American Planning Association*, January 1980, pp. 88-94.

occur during early morning when noise sensitivity is high, a reasonable value is **10¢** for peak urban trips, **5¢** for off-peak urban trips, and **2¢** per rural trip.

G. Road Safety

Motor vehicles impose external accident costs (i.e., uncompensated accident damages on other road users).[16] A shift from driving to non-motorized travel reduces these costs (although it may increase risks to those who make the shift, as discussed later).

Estimated Benefits: Several studies indicate that motor vehicle external accident costs average 2¢ to 12¢ per automobile mile, depending on vehicle type and driving conditions.[17] Net benefits of a shift from driving to walking or cycling are estimated to average **15¢** per urban peak trip, **12¢** per urban off-peak trip, and **10¢** per rural trip.

H. Regional Economic Development

Public trails and a shift from driving to non-motorized travel can provide regional economic development benefits. Public trails can stimulate tourist activity, increase property values, and help attract certain types of industries, particularly knowledge-based businesses with employees who place a high value on amenities such as environmental quality, access to greenspace, and outdoor recreation opportunities.[18]

Reduced automobile use tends increases local employment and business activity since most economic inputs to driving (vehicles, parts and fuel) are imported from outside the region.[19] The table below shows the regional income and jobs created by various consumer expenditures. Automobile provide far less than general consumer expenditures, indicating that money saved by reduced driving tends to provide net economic development benefits.

Table 2 **Regional Economic Impacts of $1 Million Expenditure**[20]

Expenditure Category	Regional Income	Regional Jobs
Automobile Expenditures	$307,000	8.4
Non-automotive Consumer Expenditures	$526,000	17.0
Transit Expenditures	$1,200,000	62.2

This table shows economic impacts of consumer expenditures in Texas.

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[16] Ted Miller, *The Costs of Highway Crashes*, FHWA (Washington DC), Publ. No. FHWA-RD-055, 1991.
[17] Rune Elvik, "The External Costs of Traffic Injury: Definition, Estimation, and Possibilities for Internalization," *Accident Analysis and Prevention*, Vol. 26, No. 6, 1994, pp. 719-732; Jansson, "Accident Externality Charges," *Journal of Transport Economics and Policy*, January 1994, p. 31-42.
[18] *Economic Impacts of Protecting Rivers, Trails and Greenway Corridors*, U.S. National Park Service (www.nps.gov/pwro/rtca/econ_index.htm), 1995; *The Economic and Social Benefits of Off-Road Bicycle and Pedestrian Facilities,* Technical Brief, National Bicycle and Pedestrian Clearinghouse, No. 2 (www.bikefed.org), 1995.
[19] Todd Litman and Felix Laube, *Automobile Dependency and Economic Development*, VTPI (www.vtpi.org), 1998.
[20] Jon Miller, Henry Robison & Michael Lahr, *Estimating Important Transportation-Related Regional Economic Relationships in Bexar County, Texas*, VIA Metropolitan Transit (San Antonio), 1999, available at www.vtpi.org.

Estimated Benefits: Although often significant, these benefits are too variable to be quantified on a per-trip basis.

I. Additional Environmental and Social Benefits

Automobile use and automobile dependency contribute to several additional problems: water pollution, suburban sprawl and reduced wildlife habitat,[21] reduced community interaction,[22] and decreased mobility for non-drivers.[23] Each of these imposes costs on society. Non-motorized transportation reduces these costs.

Estimated Benefits: It is difficult to quantify these benefits, but a rough minimum estimate can be made using transit subsidies as a benchmark. U.S. public transit service receive financial subsidies that average about $1.15 per trip. The American Public Transit Association lists 10 justifications for these subsidies.[24] Four are already considered (reduced traffic congestion, safety, reduced air pollution and economic development) and two do not necessarily apply to walking and cycling (creation of jobs and increased productivity from existing transit investments). Three benefits do apply to walking and bicycling: *rational urban development, mobility for non-drivers* and *mobility during crises*. Although more research is needed to develop better estimates of these benefits, it seems reasonable to recognize the potential of increased bicycling to discourage urban sprawl, provide mobility to non-drivers and enhance urban environments as representing at least 20% of the subsidy currently provided transit service, equal to **23¢** per trip.

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[21] Robert Burchell, et al., *The Costs of Sprawl – Revisited*, TCRP Report 39, Transportation Research Board (www.nas.edu/trb) 1998.
[22] Donald Appleyard. *Livable Streets,* University of California Press, Berkeley, 1981.
[23] Elmer Johnson, *Avoiding the Collision of Cities and Cars*, American Academy of Arts and Sciences (Chicago), 1993.
[24] American Public Transit Association, *1992 Transit Fact Book.* Washington DC.

III. Non-Motorized Transportation Potential

A. Current and Potential Usage

It may be difficult to determine the number of non-motorized trips in an area because they are often underrecorded in travel surveys and traffic counts. Some travel surveys exclude non-motorized trips altogether, and when included, walking and cycling trips are often undercounted because they include many short, non-work and recreational trips, and trips by children, all of which tend to be overlooked. Automatic traffic counters do not record non-motorized travel and manual counts usually focus on arterial streets, ignoring side streets and paths that may be popular walking and cycling routes. Most trips involve non-motorized links that are often ignored in traffic counts. Trips classified as "auto" or "transit" are usually "walk-auto-walk," or "walk-transit-walk" trips, yet the walking component is often not counted, even if it takes place on a roadway.

The 1995 National Personal Transportation Survey indicates that walking and bicycling account for 5.2% and 0.8% of personal trips respectively.[25] Only 7% of walking trips and 8% of cycling trips are to work, a far smaller portion than for motorized travel, so surveys that focus on commute trips are particularly likely to undercount non-motorized travel. Table 3 illustrates the distribution of household trips between non-motorized and motorized modes by geographic category.

Table 3 **Household Trips Per Day By Mode**[26]

	Rural	Suburban	Urban	Average
Walk	0.4	0.4	1.8	0.6
Bicycle	0.1	0.1	0.1	0.1
Total Non-Motorized	*0.5*	*0.5*	*1.9*	*0.7*
Transit	0.3	0.3	1.1	0.4
Auto Passenger	3.5	2.7	2.8	2.7
Auto Driver	7.8	6.6	6.3	6.4
Total, All Modes	*12.2*	*10.1*	*12.1*	*10.1*

Several North American cities have non-motorized travel rates that are much higher than the national average, including Palo Alto, California; Madison, Wisconsin; Boulder, Colorado; and Eugene, Oregon.[27] Walking and cycling transportation are even more common in some relatively wealthy European cities, as shown in Table 4. High levels of non-motorized travel in such geographically diverse communities, and lower levels in otherwise similar areas, indicate that transport policies and community attitudes are more important than geography or climate in determining bicycle use.

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[25] *1995 National Personal Transportation Survey*, FHWA (www-cta.ornl.gov/cgi/npts).

[26] *1995 National Personal Transportation Survey*, USDOT (www-cta.ornl.gov/cgi/npts).

[27] Andy Clarke, "The United States of America," Chapter in *The Bicycle and City Traffic*, Ed. Hugh McClintock, Belhaven Press (London) 1992.

Table 4 **Transportation Mode Split (percent of total trips)**[28]

Urban Area	Car	Public Transit	Bicycle	Walk
Austria	39	13	9	31
Canada	*74*	*14*	*1*	*10*
Denmark	42	14	20	21
France	54	12	4	30
Germany	52	11	10	27
Netherlands	44	8	27	19
Sweden	36	11	10	39
Switzerland	38	20	10	29
United Kingdom	62	14	8	12
U.S.	*84*	*3*	*1*	*9*
Amsterdam (NL)	38	15	21	26
Leeds (UK)	60	25	2	13
Bristol (UK)	66	14	6	14
Munich (Germany)	36	25	15	24
Dresden (Germany)	43	21	8	28

New transportation planning models are now available that can help predict the amount of walking and bicycling that occurs in an area.[29] These indicate that various community design features can increase the portion of non-motorized travel. Residents in neighborhoods with suitable street environments tend to walk and bicycle more,[30] ride transit more,[31] and drive less than comparable households in other areas.[32] One study found that walking is three times more common in a community with pedestrian friendly streets than in otherwise comparable communities that are less conducive to foot travel.[33] Transportation demand management strategies, such as parking price reforms (either increased parking prices or parking "cash out", in which non-drivers receive the cash equivalent of parking subsidies) and various types of road pricing can significantly reduce motor vehicle use – how much of this represents shifts to non-motorized travel depends on local conditions.

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[28] John Pucher and Christian Lefèvre, *The Urban Transport Crisis*, MacMillan (London), 1996, pp. 16-17.

[29] Christopher Porter, John Suhrbier and William Schwartz, *Forecasting Bicycle and Pedestrian Travel: State of the Practice and Research Needs*, TRB Annual Meeting (www.nas.edu/trb), 1999; *Bicycle/ Pedestrian Trip Generation Workshop*, FHWA (www.tfhrc.gov/safety/pedbike/pbworkshop.htm), 1996.

[30] Rhys Roth, *Getting People Walking: Municipal Strategies to Increase Pedestrian Travel*, WSDOT (Olympia; www.wsdot.wa.gov/ta/t2/t2pubs.htm), 1994.

[31] Anastasia Loukaitou-Sideris, *Retrofit of Urban Corridors: Land Use Policies and Design Guidelines for Transit-Friendly Environments*, University of California Transportation Center (Berkeley), #180, 1993.

[32] Parsons Brinckerhoff, *The Pedestrian Environment*, 1000 Friends of Oregon (Portland; www.friends.org), 1993.

[33] Anne Vernez Moudon, *et al.*, *Effects of Site Design on Pedestrian Travel in Mixed Use, Medium-Density Environments*, Washington State Transportation Center (www.wsdot.wa.gov/ta/t2/t2pubs.htm), 1996.

There is considerable latent demand for non-motorized travel. That is, people would walk and bicycle more if they had suitable conditions. Two-thirds of U.S. urban trips are less than five miles, distances suitable for bicycling.[34] A Harris survey indicates that 17% of adults would sometimes bicycle commute if secure storage and changing facilities were available, 18% would bicycle commute if employers offer financial incentives, and 20% would bicycle commute if they could ride on safe bike lanes.[35] Table 5 summarizes the results of a recent Canadian public survey, indicating high levels of interest in cycling and walking for transportation. These and other surveys indicate that non-motorized travel could increase significantly with appropriate support and encouragement.[36]

Table 5 **Active Transportation Survey Findings**[37]

	Cycle	Walk
Currently use this mode for leisure and recreation.	48%	85%
Currently use this mode for transportation.	24%	58%
Would like to use this mode more frequently.	66%	80%
Would cycle to work if there "were a dedicated bike lane which would take me to my workplace in less than 30 minutes at a comfortable pace."	70%	
Portion of Canadian adults who could realistically increase their use of these modes for transportation.	29%	61%
Support for additional government spending on bicycling facilities.	82%	

[34] John Fegan, "National Bicycling and Walking Study: Results and Recommended Actions," *The Bicycle: Global Perspectives*. Papers presented at the Velo City Conference, Sept. 13-17, 1992, Montreal.
[35] "A Trend On the Move: Commuting by Bicycle." *Bicycling Magazine*, Rodale Press, April 1991.
[36] Charles Komanoff and Cora Roelofs, *The Environmental Benefits of Bicycling and Walking*, National Bicycling and Walking Study Case Study No. 15, USDOT, January 1993, FHWA-PD-93-015.
[37] Environics, *National Survey on Active Transportation*, Go for Green, (www.goforgreen.ca), 1998.

B. Barriers to Increased Non-Motorized Transportation[38]

This section discusses various barriers to increased non-motorized travel.

1. Perceived Accident Risk

Accident risk is a deterrent to non-motorized transportation, although the actual risk for a particular type of trip is uncertain, since reliable travel data are not available. A British study found that fear of both accidents and street crime are significant deterrents to walking for transportation.[39] Table 6 summarizes estimated accident fatality risk for various modes, indicating that walking is only slightly more hazardous than driving, while cycling is about 2.5 times more hazardous, when measured per trip. A survey of Toronto bicycle commuters estimates that cycling has an injury rate 26-68 times that of automobile travel, with particularly high risk on paths and trails, and for inexperienced cyclists.[40]

Table 6 **Fatalities per 100 Million Passengers in Britain (1992)**[41]

	Per Trip	Per Hour	Per Km
Motorbike	100	300	9.7
Air	55	15	0.03
Pedalcycle	12	60	4.3
Foot	5.1	20	5.3
Car	4.5	15	0.4
Van	2.7	6.6	0.2
Rail	2.7	4.8	0.1
Bus	0.3	0.1	0.04

The health risk from non-motorized travel is less than these estimates indicate because:[42]

- Non-motorized travel imposes minimal risk to other road users.
- Non-motorized transport encourages land use patterns that reduce travel distances over the long term.
- Bicycling offers significant health benefits that offset accident risk.[43] According to a government report, "*Regular walking and cycling are the only realistic way that the*

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[38] *Reasons Why Bicycling and Walking Are and Are Not Being Used More Extensively as Travel Modes*, National Bicycling and Walking Study report #1, USDOT, FHWA (Washington DC), 1992; John Pucher, "Bicycling Renaissance in North America: Recent Trends and Alternative Policies to Promote Bicycling," *Transportation Research A*, Vol. 33, Nos. 7/8, September/November 1999, pp. 625-254.

[39] Social Research Associates, *Personal Security Issues in Pedestrian Journeys*, UK Department of the Environment, Transport and the Regions (London; www.mobility-unit.detr.gov.uk/psi), 1999.

[40] Lisa Aultman-Hall and M. Georgina Kaltenecker, "Toronto Bicycle Commuter Safety Rates, *Accident Analysis and Prevention*, Vol. 31 1999, pp. 675-686.

[41] Royal Society for Prevention of Accidents, "Fasten Your Safety Belts," *The Economist*, 11/1/1997, p. 57.

[42] Charles Komanoff and Cora Roelofs, *The Environmental Benefits of Bicycling and Walking*, National Bicycling and Walking Study Case Study No. 15, USDOT, January 1993, FHWA-PD-93-015.

[43] *Benefits of Bicycling and Walking to Health*, National Bicycling and Walking Study #14, USDOT, FHWA (Washington DC), 1992; *Physical Activity: An Agenda for Action*, National Forum for Coronary Heart Disease Prevention (London), 1995.

population as a whole can get the daily half hour of moderate exercise which is the minimum level needed to keep reasonably fit."[44] A sedentary lifestyle has a cardiovascular risk equal to smoking 20 cigarettes a day.[45] One study concludes that heart disease would decline 5-10% if one-third of short trips shifted from driving to bicycling.[46]

[44] Physical Activity Task Force, *More People, More Active, More Often*, UK Department of Health (London), 1995; *Charter on Transport, Environment and Health,* World Health Organization (www.who.dk), 1999.

[45] Ian Roberts, Harry Owen, Peter Lumb, Colin MacDougall, *Pedalling Health—Health Benefits of a Modal Transport Shift*, Bicycle Institute of South Australia (www.science.adelaide.edu.au), 1996.

[46] *Bike For Your Life*, Bicycle Association & Cyclists' Public Affairs Group (London), 1995.

Active Transportation as an Investment (by John Z. Wetmore)

Health researchers recommend devoting about 30 minutes, or about 2% of each day, in moderate exercise, such as walking or cycling. Is this time a worthwhile investment?

The GAM83 mortality table used by insurance actuaries gives the probability of dying within one year for an X-year-old, for X from 5 to 110 ("Qx" for short). This table indicates that the expected value of age-at-death for an 18-year-old male alive today is 77.8, or 59.8 more years. An 18-year old male would need to live 102% of 59.8 = 61.0 years, or age at death 79.0 to offset a 30 minute a day exercise investment. That is, it is worthwhile to invest 2% of each day if it reduces the probability of death by 11% for later ages.

Each Qx can be multiplied by a constant "C" that represents a reduction in the risk of dying (e.g., if Q76 = 4.9% and C = 0.8 then Q76 = 4.9% * 0.8 = 3.92%). The objective is to find C such that the expected age at death increases from 77.8 to 79.0. As it turns out, C is 0.89.

According to the Honolulu Heart Study (www.agenet.com/watchful_walking_adds.html), the probability of death for 61 to 81 year old males is about 50% less for those who walk two miles per day. Taking C times Q61 through Q81 and leaving alone Q5 through Q60 and Q82 through Q110. C turns out to be 0.84. That is, 30 minutes daily exercise is a worthwhile investment if the probability of death is 16% lower for ages 61 to 81 and unchanged for all other ages. The observed reduction of 50% is much better than the break-even point of 16% reduction.

Not only that, but many people consider time spent on moderate exercise enjoyable. The result is a double return on investment: health and enjoyment.

Changes in pedestrian and bicyclist behavior could reduce current crash risk. A American Society of Civil Engineers study concluded that a combination of increased helmet use, bicyclist education, improved night lighting, and education of motorists regarding bicycling could have reduced the 1990 bicyclist fatality rate per mile by 2/3 (see box below). Roadway improvements that reduce traffic speeds and provide appropriate facilities for pedestrians and cyclists could reduce risk further.[47]

Based on this analysis, a responsible bicyclist who follows traffic rules is estimated to have a per trip crash fatality rate approximately equal to that of non-interstate automobile occupants, and poses a minimal accident risk to other road users, resulting in a reduction in overall fatalities compared with motor vehicle driving. Walking can have even lower risks. There is no evidence that shifting travel from driving to non-motorized travel is a public health risk, especially if safety education and facility improvements are provided.

[47] C.N. Kloeden, A.J. McLean, V.M. Moore and G. Ponte, *Travelling Speed and the Risk of Crash Involvement*, NHMRC (Adelaide, Australia; http://plato.raru.adelaide.edu.au/speed/index.html), 1998; Jack Stuster and Zail Coffman, *Synthesis Of Safety Research Related To Speed And Speed Limits*, FHWA No. FHWA-RD-98-154 (www.tfhrc.gov/safety/speed/speed.htm), 1998; Todd Litman, *Traffic Calming Benefits,* Costs and Equity Impacts, VTPI (www.vtpi.org), 1999.

Bicycle Fatality Reduction Strategies
Based on American Society of Civil Engineers' Human Powered Transport Subcommittee analysis of 1990 bicyclist behavior and additional sources as noted. Risk factors overlap and are therefore not cumulative.

	Potential Fatality Reduction
1. Teaching riders to avoid common mistakes.	50% or more.
2. Helmet use.	40% to 50%.
3. Eliminating intoxicated bicyclists.	16% or more.
4. Eliminate intoxicated automobile drivers.[48]	16%
5. Enforcing nighttime lighting requirements.	10% or more.
6. Teaching motorists to share the road with bicyclists.	5% or more.
7. Infrastructure improvements.	Significant

2. Roadway Hazards and Bottlenecks[49]

Many roadway conditions present problems for pedestrians and cyclists. Common problems and barriers include:

- Non-existent, incomplete, and poor quality sidewalks and crosswalks.
- Roads and bridges with heavy vehicle traffic and inadequate lane space for cyclists.
- Highways and other roadways with rough pavement, potholes, draingrates or other surface irregularities along the right lane and shoulder.
- Wide roads and intersections that are difficult for pedestrians to cross.
- Rough railroad tracks crossing a roadway (particularly if at an angle).
- Missing trail network links where they would be suitable, such as between a residential area and a public trail, school or shopping mall, or between two dead-end residential streets.
- Traffic signals that provide inadequate time for pedestrians to cross or are not activated by bicycles.

A community pedestrian and bicycle planning program can reduce these problems. Some of them can be addressed at minimal cost by incorporating appropriate design standards into scheduled road construction and land development projects.

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[48] National Highway Traffic Safety Administration, *Traffic Safety Facts 1992; Pedalcyclists*, USDOT, 1993, Washington DC, GPO:1993-343-273:80101.

[49] AASHTO, *Guide for the Development of Bicycle Facilities*, American Association of State Highway and Transportation Officials (Washington DC; www.aashto.org), 1991; Suzan Anderson Pinsof and Terri Musser, *Bicycle Facility Planning*, Planners Advisory Service, American Planning Association (Chicago; www.planning.org), 1995.

3. *Cultural and Institutional Bias*

Walking and bicycling are often considered travel modes of last resort. Bicycles have traditionally been considered a child's toy. On the other hand, walking and cycling are popular forms of recreation and are increasingly recognized as legitimate forms of travel. However, even were communities are beginning to reinvest in non-motorized travel, pedestrian and bicycle conditions are usually poor due to decades of neglect by transportation institutions.

Non-motorized travel tends to be under-supported by transportation agencies and professionals. Pedestrian and bicycle projects are ineligible for many transportation funds. Only a small portion of federal, state and provincial transportation funding is spent on non-motorized transportation. Few local transportation agencies fund walking and bicycling facilities in proportion to walking and cycling trips. Non-motorized planning is given relatively little attention in North American traffic engineering curricula.[50] Decision makers often argue that bicycle use must increase before more resources can be invested in bicycle programs, creating a chicken-and-egg quandary. These institutional barriers must be overcome before bicycle transport can achieve its full potential.

Similarly, transportation agency and funding practices tend to favor roadway investments and automobile travel over TDM and non-motorized travel modes.[51] Least-cost (or "integrated") transportation planning can help overcome this bias.[52] It means that demand management strategies are considered as alternatives to any capacity expansion project, and implemented whenever they are more cost effective, taking into account all costs.

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[50] Mac Elliott, "Bicycle Transportation Education in the US Universities 1991," In *The Bicycle: Global Perceptions.* Velo City Conference proceedings, Sept.13-17, 1992, Montreal.

[51] Todd Litman, *Transportation Market Distortions*, VTPI (www.vtpi.org), 1999.

[52] ECONorthwest and PBQD, *Evaluation of Transportation Alternatives; Least-Cost Planning: Principles, Applications and Issues*, Metropolitan Planning Tech. Rpt. #6, FHWA (Washington DC), 1995; *The Integrated Transport Planning Beginner's Handbook*, International Institute for Energy Conservation (Washington DC; www.iiec.org), January 1996.

IV. Non-Motorized Transportation Encouragement Strategies[53]

Many TDM programs include walking and bicycle encouragement features, although they often receive less support than transit and rideshare promotion. For example, half of employers participating in Southern California's commute trip reduction program provided employee bike racks, and 26% provided shower and locker facilities, but only 32% offered financial incentives for non-motorized commutes, lower than the 68% for transit riders and 41% for carpooling.[54] Specific pedestrian and bicycle encouragement strategies suitable for TDM programs are described below.

A. *Commute Trip Reduction (CTR) Programs.*

Commute Trip Reduction (CTR) programs provide individual commuters with resources and incentives to reduce their vehicle trips. This often involves shifting parking subsidies and traffic management resources to supporting alternative travel modes. Automobile reductions of 10-30% are common. Examples include:

- Employer "Commuter Choice" and similar programs.[55]
- Colleges and universities that provide discounted transit passes to students and staff, support ridesharing and non-motorized travel, and reduce parking subsidies.[56]
- Grade through high schools that encourage parents and students to use alternative modes.[57]
- Trip reduction programs for government agencies.[58]

B. *Transportation Price Reforms*

Most of the costs of automobile use are either external or fixed, which results in greater motor vehicle use than would occur under a more optimal market.[59] A number of revenue-neutral price reforms could encourage vehicle owners to make greater use of alternative travel modes, including walking and bicycling.[60]

C. *Transportation Efficient Land Use Policies*

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[53] *What Needs to be Done to Promote Bicycling and Walking*, National Bicycling and Walking Study, reports #3 and #4, USDOT, FHWA (Washington DC) 1993; Todd Litman, *Potential TDM Strategies*, VTPI (www.vtpi.org), 1999.

[54] Genevieve Giuliano, Keith Hwang & Martin Wach, "Employee Trip Reduction in Southern California: First Year Results." *Transportation Research A*, 1993, No.2. pp.125-137.

[55] Commuter Choice Program, Transportation Air Quality Center, USEPA (www.epa.gov/oms/traq); Philip Winters and Daniel Rudge, *Commute Alternatives Educational Outreach*, National Urban Transit Institute, Center for Urban Transportation Research, USF (Tampa; www.cutr.eng.usf.edu), 1995.

[56] For examples visit websites for the University of Washington U-PASS program at www.washington.edu/upass, and the University of British Columbia's TREK program at www.trek.ubc.ca.

[57] "Active and Safe Routes to School" (Ottawa; www.goforgreen.ca); Way To Go! School Program, (www.waytogo.icbc.bc.ca); SUSTRANS Safe Routes to School Project (www.sustrans.co.uk/srts).

[58] Nancy Skinner and Stuart Cohen, *Commuting in the Greenhouse; Automobile Trip Reduction Programs for Municipal Employees*, International Council for Local Environmental Initiatives (www.iclei.org), 1996.

[59] Todd Litman, *Socially Optimal Transport Prices and Markets*, VTPI (www.vtpi.org), 1996.

[60] Todd Litman, Charles Komanoff and Douglas Howell, *Road Relief; Tax and Pricing Shifts for a Fairer, Cleaner, and Less Congested Transportation System in Washington State*, Energy Outreach Center (Olympia; www.eoc.org), 1998.

Current zoning laws and development policies result in low-density, automobile-oriented land use patterns. Alternative practices that encourage more mix and proximity of activities can help create land use patterns that are more suitable for alternative travel.[61] For example, more flexible zoning laws allow retail businesses and employment centers to locate closer to residential areas, and public policies can encourage more schools, parks and post offices to be located within walking and cycling distance of residences. Walking and bicycling can also be encouraged by a more connected street network (minimal dead-ends and cul de sacs), narrow streets, and more human-scale development.[62]

D. *Traffic Calming*

Traffic calming includes a number of strategies that control vehicle traffic volumes and speeds, and improve road conditions for pedestrians and cyclists.[63] This can be used to create a network of bicycle routes that give priority to bicycle traffic, but restrict automobile traffic in terms of speeds and volumes. This can provide a number of benefits, including increased use of non-motorized travel modes.[64]

E. *Pedestrian and Bicycle Facility Improvements*

High-quality multi-use paths can increase non-motorized travel on a corridor. Such trails are often highly valued by communities.[65] Better planning can improve the quantity and quality of pedestrian facilities, such as paths, sidewalks and crosswalks.[66]

Nearly all communities with high levels of bicycle transportation have extensive networks of bicycle paths and lanes. One study found that each mile of bikeway per 100,000 residents increases bicycle commuting 0.075 percent.[67] However, a poorly designed or maintained bicycle facility can be more dangerous than none at all.[68]

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[61] Reid Ewing, *Best Development Practices; Doing the Right Thing and Making Money at the Same Time*, Planners Press (Chicago; www.planning.org), 1996.

[62] *Residential Streets*, American Society of Civil Engineers (Washington DC), 1990; Project for Public Spaces, Inc. *Transit-Friendly Streets: Design and Traffic Management Strategies to Support Livable Communities*, TCRP Report 33, Transportation Research Board (Washington DC; www.nas.edu/trb), 1998.

[63] TAC *Canadian Guide To Traffic Calming*, Transportation Association of Canada (Ottawa; www.tac-atc.ca/programs/calming/calming.htm), 1999; PTI, *Slow Down You're Going Too Fast,* Public Technology Incorporated (http://pti.nw.dc.us/task_forces/transportation/docs/trafcalm).

[64] Todd Litman, *Traffic Calming Costs, Benefits and Equity Impacts*, VTPI (www.vtpi.org), 1997.

[65] *Economic and Social Benefits of Off-Road Bicycle and Pedestrian Facilities*, National Bicycle and Pedestrian Clearinghouse, Technical Assistance Series, No. 2, September 1995.

[66] Ellen Vanderslice, *Portland Pedestrian Design Guide*, and *Pedestrian Master Plan*, Pedestrian Transportation Program, City of Portland (503-823-7004; pedprogram@syseng.ci.portland.or.us), 1998; *Pedestrian Facilities Guidebook: Incorporating Pedestrians Into Washington's Transportation System*, Washington State Department of Transportation (Olympia; www.wsdot.wa.gov/ta/t2/t2pubs.htm), 1997.

[67] Arthur C. Nelson and David Allen, *If You Build Them, Commuters Will Use Them; Cross-Sectional Analysis of Commuters and Bicycle Facilities*, Transportation Research Board, #970132, 1997.

[68] Hugh McClintock. *The Bicycle and City Traffic.* Belhaven Press, London, 1992.

Developing urban bicycle lanes often involves a tradeoff with on-street parking. There are three justifications for choosing bicycle lanes over automobile parking in such situations:

1. *Equity.* Local roads are funded through local taxes that residents pay regardless of their travel patterns.[69] It is only fair that bicyclists receive a share of road space and funds.
2. *Priority.* Mobility is the primary function of public roads, and is the justification for devoting public land and financial resources to them. Vehicle storage (i.e., on-street parking) can be considered a less important function than traffic movement, since offstreet parking can be supplied by private firms. Since bicycle lanes can improve traffic flow for both bicyclists and motor vehicles, such facilities deserve higher priority than on-street parking.
3. *Parking efficiency.* Reduced automobile parking capacity that results when on-street parking spaces are converted to bike lanes can be offset if the bike lanes result in reduced automobile trips. For example, if 80 automobile parking spaces are converted to bike lanes which results in an average daily shift of 100 commute trips from automobile to bicycle, there would be a net *gain* of 20 parking spaces.

F. *Roadway Improvements*[70]

Some bicycle improvements are relatively inexpensive. These include pothole filling, paving short stretches of road shoulder, installing curb cuts, paving short paths and smoothing railroad crossings. Some communities establish "spot improvement" programs.[71] Some arterials lanes can be converted to bicycle lanes with no reduction in traffic capacity.[72] Many highway agencies and local governments now specify that all highways and arterials without curbs have a smooth shoulder of 1-3 metres wherever possible, in part to more safely accommodate cyclists.[73]

G. *Bicycle Parking and Showers.*[74]

Long-term parking must keep bicycles and accessories safe from theft and protected from weather. Convenient short-term parking is important near commercial areas. Racks must be well designed to hold the bike frame (rather than just the wheels) and accommodate a wide range of bicycles and lock types. Bicycle commuters may need showers and lockers, especially those who wear professional clothes or ride long distances in hot, humid or rainy climates. Bike parking standards are incorporated in some municipal zoning laws.

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[69] Todd Litman, *Whose Roads?*, VTPI (www.vtpi.org), 1996.

[70] John Williams, Bruce Burgess, Peter Moe and Bill Wilkinson, *Implementing Bicycle Improvements at the Local Level*, FHWA, Report FHWA-RD-98-105, 1998.

[71] Michael Dornfeld. "Bicycle Spots Safety Improvement Program." In *The Bicycle: Global Perspectives*. Velo City Conference proceedings, Sept. 13-17, 1992, Montreal.

[72] Dan Burden and Peter Lagerwey, *Road Diets; Fixing the Big Roads*, Walkable Communities (www.walkable.com), 1999.

[73] A.M. Khan and A. Bacchus, "Bicycle Use of Highway Shoulders," *Transportation Research Record 1502*, 1995, pp. 8-21; Michael Ronkin, *Reasons for Highway Shoulders*, Oregon DOT (available at www.walkable.org).

[74] BCM bicycle parking information (www.users.thecia.net/users/bcom/lawlegis/parking.htm). *Bicycle Parking Facilities Guidelines*, City of Portland (www.trans.ci.portland.or.us/Traffic_Management)

H. *Encouragement and Safety Programs*

Employers, bicycle clubs, and other organizations can promote pedestrian and bicycle transportation, sponsor promotional events and contests, distribute safety information and support safety campaigns. A map that highlights preferred bicycle routes can encourage bicycle transportation, especially beginning riders. Bicycle safety programs are most effective at the community level, especially if they involve law enforcement officials.

I. *Bicycle-Transit Integration*[75]

Bicycling and transit are complementary modes. Bicycling is ideal for making short trips in low traffic areas, while transit is most efficient on longer trips on congested corridors. Bicycles are widely used to access transit stations in many parts of the world. Such intermodal bicycle trips can be encouraged by providing secure bicycle storage at transit stations and park-and-ride lots, by allowing bicycles to be carried on buses and trains, and by promoting bicycling along with other efficient modes.

Table 7 summarizes the travel impacts of these strategies. Some strategies only affect a portion of total travel (for example, Commute Trip Reduction programs only affect commute travel at participating worksites), so their total impacts depend on how widely they are implemented. No single TDM strategy can solve all transportation problems, but a combination of these strategies can have significant impacts, shifting 10-30% of automobile travel to non-motorized modes, and providing support for public transit, ridesharing and more transportation-efficient land use.

Table 7 **Travel Impacts of Strategies to Encourage Non-Motorized Travel**

Strategy	Potential Travel Impacts
Commute Trip Reduction Programs	Can significantly reduce automobile commute trips. The portion that shifts to non-motorized travel depends on local conditions.
Transportation Price Reform	Can significantly reduce automobile trips. The portion that shifts to non-motorized travel depends on local conditions.
Land Use Policy Reform	Can significantly reduce automobile trips over the long term.
Traffic Calming	Can cause a moderate reduction in automobile trips and increase non-motorized over the medium and long term.
Pedestrian & Bicycle Facilities	Can significantly increase walking and cycling over the medium term. Not all of the increased non-motorized travel substitutes for automobile trips.
Roadway Improvements	Can moderately increase walking and cycling over the medium term. Not all of the increased non-motorized travel substitutes for automobile trips.
Bicycle Parking & Showers	Can moderately increase cycling where implemented.
Encouragement & Safety Programs	Can moderately increase walking and cycling over the medium term. Not all of the increased non-motorized travel substitutes for automobile trips.
Bicycle-Transit Integration	Can moderately increase cycling where implemented.

"Significant" = greater than 5% "Moderate" = 1-5%

[75] Transit Cooperative Research Program *TCRP Synthesis 4, Integration of Bicycles and Transit*, Transportation Research Board (www.nas.edu/trb), 1994.

Calculating Optimum TDM Program Investments

Table 8 summarizes the potential benefits of a shift from driving to walking or bicycling for a typical trip under Urban Peak, Urban Off-Peak and Rural conditions. Note that this analysis focuses on "economic" benefits of reduced automobile use. It does not include benefits to users and society that may result from increased walking and bicycling for recreation, or benefits to pedestrians and cyclists from improved travel conditions.

Table 8 **Estimated Benefits of Shift From Driving To Bicycling (dollars per trip)**

	Urban Peak	Urban Off-Peak	Rural
Congestion	$0.40	$0.04	$0.00
Road Costs	0.10	0.05	0.05
Parking	1.50	0.25	0.05
User Costs	0.85	0.55	0.55
Air Pollution	0.25	0.20	0.05
Noise	0.10	0.05	0.02
Road Safety	0.15	0.12	0.10
Additional Environmental & Social	0.23	0.23	0.23
Totals	*$3.58*	*$1.49*	*$1.05*

Using these estimates, the following formula can be used to determine the maximum investment justified for TDM programs that achieve a shift from SOV travel to walking or bicycling:

Optimal Investment/Year = (Benefits/Trip x Modal Shift)/Year

Example: Table 9 shows the maximum funding justified for a TDM program per one percentage point shift from driving to walking or bicycling in a hypothetical urban or suburban community with 10,000 commuters and 35,000 non-commute trips each day, based on estimated benefits in Table 1. In this case up to $179,000 could be spent for each percent of commute trips, and $190,348 for each percentage point of non-commute trips shifted from driving to non-motorized travel.[76]

Table 9 **Maximum Funding Per 1-Point Modal Shift for Hypothetical Bicycle Encouragement Program**

	Commute Trips	Non-Commute Trips
Trips per day	20,000	35,000
Days per year	250	365
Benefits per trip	$3.58	$1.49
Calculation	20,000 x 250 x 3.58 x .01	35,000 x 365 x 1.49 x .01
Totals	*$179,000*	*$190,348*

[76] For an application of this model see Pro. Arthur C. Nelson, *Private Provision of Public Pedestrian and Bicycle Access Ways; Public Policy Rationale and the Nature of Public and Private Benefits*, paper presented at the Transportation Research Board Annual Meeting, January 1995.

Summary

Non-motorized transportation provides many benefits, including internal benefits (to people who walk and bicycle) and external benefits (to others), as indicated in Table 10. Shifting travel from automobile to walking and bicycling is estimated to provide economic benefits worth $1.05 to $3.58 per trip shifted, depending on conditions, not including improved health and enjoyment to users. A conventional analysis that focuses on just one or two objectives (such as traffic congestion or emission reductions) will tend to undervalue shifts to non-motorized travel.

Table 10 **Benefits of Increased Non-Motorized Travel**[77]

Internal Benefits	External Benefits
	Reduced congestion
	Reduced road and parking facility expenses
Financial savings	Reduced accidents
Health benefits	Reduced pollution
Increased mobility for non-drivers	Resource conservation
Enjoyment	Increased travel choices (reduced automobile dependency)

Non-motorized transportation can help achieve TDM objectives, both alone and by supporting other TDM strategies. Improved walking and cycling conditions supports transit and rideshare use, and more efficient land use patterns that reduce the need to travel.

There are several specific ways to encourage walking and cycling. Although many communities are implementing some of these strategies, few are implementing all or even most of them. Most communities could significantly increase non-motorized transportation using strategies that are feasible, cost effective and fair. Much greater support for walking and cycling is probably justified in most communities when all benefits are considered.

[77] Todd Litman, *Guide to Calculating TDM Benefits*, VTPI (Victoria; www.vtpi.org), 1997.

V. Resources

American Trails (www.outdoorlink.com/amtrails) fosters communication among trail users.

America WALKs (www.webwalking.com/amwalks) is a coalition of walking advocacy groups.

Association for Commuter Transportation (Washington DC; 202-393-3497; http://tmi.cob.fsu.edu/act/act.htm) is a non-profit organization supporting TDM programs.

Bicycle Federation of America (www.bikefed.org) provides a variety of resources related to bicycle and pedestrian planning and advocacy.

The **Pedestrian and Bicycle Information Center** (www.bicyclinginfo.org) provides a variety of technical information on non-motorized transport planning and programs.

Dan Burden and Peter Lagerway, *Road Diets Free Millions for New Investment*, Walkable Communities (www.walkable.org), 1999.

Dan Burden, *Street Design Guidelines for Healthy Neighborhoods*, Center for Livable Communities, Local Government Commission (Sacramento; www.lgc.org/clc), 1999.

Center for Urban Transportation Research (http://cutr.eng.usf.edu) provides TDM materials.

Commuter Choice Program (www.epa.gov/oms/traq) provides information, materials and incentives for developing employee commute trip reduction programs.

Environment Canada **Green Lane** program (www.ec.gc.ca/emission/5-1e.html) promotes TDM and other strategies for reducing transportation environmental impacts.

Go For Green, The Active Living & Environment Program (www.goforgree.ca) provides many resources to promote non-motorized transportation.

National Institute of Health (www.nih.gov) has information on the health benefits of exercise.

Oregon Bike and Pedestrian Planning (www.odot.state.or.us/techserv/bikewalk/obpplan.htm) is an example of bicycle and pedestrian planning at its best.

Partnership for a Walkable America (http://nsc.org/walk/wkabout.htm) promotes the benefits of walking and supports efforts to make communities more pedestrian friendly.

The **Institute of Transportation Engineers** (Washington DC; www.ite.org) has extensive technical resources on TDM, transportation planning and traffic calming.

The **TDM Resource Center** (www.wsdot.wa.gov/Mobility/TDMhome.html) and **Northwest Technology Transfer Center** (www.wsdot.wa.gov/TA/T2) provide TDM resources.

Transportation Association of Canada (Ottawa; www.tac-atc.ca) provides a variety of resources related to transportation planning and TDM.

Transportation for Livable Communities (www.tlcnetwork.org) is a resource for people working to create more livable communities by improving transportation.

Turner-Fairbank Highway Research Center (www.tfhrc.gov), Pedestrian and Bike Planning.

UK **Health Education Authority** (www.hea.org.uk) has excellent material to promote "transport exercise" and better integration of non-motorized transport in public health programs.

Walkable Communities, Inc. (www.walkable.org) works with communities to create more people-oriented environments.

John Williams, Bruce Burgess, Peter Moe and Bill Wilkinson, *Implementing Bicycle Improvements at the Local Level*, FHWA (www.bikefed.org/local.htm).

The **WSDOT Bicycle Website** (www.wsdot.wa.gov/hlrd/Sub-defaults/Bicycle-default.htm) provides extensive information and examples of Washington's outstanding cycling programs.

Here are related reports available from VTPI:

Whose Roads? Defining Bicyclists' and Pedestrians' Right to Use Public Roads

Evaluating Traffic Calming Benefits, Costs and Equity Impacts

Pavement Busters' Guide

Potential TDM Strategies

Traffic Calming Benefits, Costs and Equity Impacts

Transportation Cost Analysis; Techniques, Estimates and Implications

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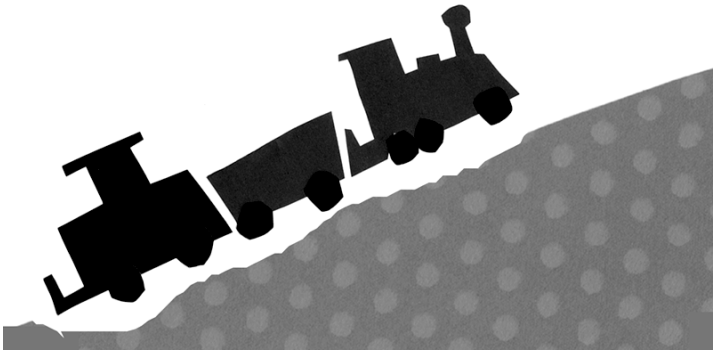

Alternative Transportation:
www.state.ma.us/doer/programs/trams/trans.htm

The Bicycling Blueprint: www.transalt.org

The Bike Plan Source: www.bikeplan.com

Carfree.com: www.carfree.com

Five Years of Progress: 110 Communities where ISTEA is Making a Difference. DiStefano, Joe and Matt Raimi. Washington, DC: Surface Transportation Policy Project, 1997. Five Years of Progress presents case studies of successful ISTEA (Intermodal Surface Transportation Equity Act) projects to show how the legislation has transformed the transportation process by considering alternative modes of transportation, involving the public in the decision making process, and making communities more livable through improved transportation systems.
http://www.transact.org/5yrs/index.htm

Impacts of Transportation. Rutland County, VT. This report quantifies the performance of traditional and alternative forms of transportation.http://216.219.174.249/cgi-bin/websearchprc.pl

ISTEA Planner's Workbook. Franko, Margaret ed. Washington DC: Surface Transportation Policy Project, 1994. Compiled by some of the top experts on ISTEA (Intermodal Surface Transportation Equity Act), this book serves as a guide for navigating the transportation law and utilizing its components to the fullest potential.
http://www.transact.org/pw/indexpw.htm

"Loop Lanes." Pelletier, Michael. Planning Commissioners Journal. An innovative alternative to the traditional cul-de-sac can provide shared common open space and other benefits to residents.
http://www.plannersweb.com/articles/v-pell.html

The Pedestrian Environment (1993) Presents findings of several analyses testing the strength of correlations between pedestrian design and travel behavior. http://www.bts.gov/smart/DOCS/tped.html

"Safewalks". Lusk, Anne. Planning Commissioners Journal, Fall 1994. Reclaiming streets for people in crime-prone areas. That's the aim of "safewalks": a practical, but exciting, concept described by one of the nation's leading greenway advocates. http://www.plannersweb.com/articles/lus076.html

Take Back Your Streets: How to Protect Communities from Asphalt and Traffic. Conservation Law Foundation. Boston, MA: Conservation Law Foundation, 1998. This is an essential guide for any community activist, local policymaker or concerned citizen interested in knowing how to use existing laws and regulations to persuade public highway officials to design and widen streets and bridges in ways that don't harm the natural environment, destroy community character and create unsafe neighborhood speedways. TBYS is comprehensive and detailed, yet written for the non-expert. http://www.clf.org/pubs/index1.htm

"Taming the Automobile: How We Can Make Our Streets More Pedestrian Friendly." Untermann, Richard. Planning Commissioners Journal. November/December 1991. Strategies for meeting pedestrians' needs, from the author of Accomodating the Pedestrian: Adapting Towns & Neighborhoods for Walking and Bicycling. http://www.plannersweb.com/articles/unt002.html

Tea-21 User's Guide. Transportation Equity Act for the 21rst Century. www.tea21.org/guide/guideonline

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Appendices: Research